

LIFE



CITIZEN OF SINKIANG

DECEMBER 13, 1943 **10** CENTS
YEARLY SUBSCRIPTION \$4.50

BACK HOME FOR KEEPS



There's a great day coming—you're dreaming, you're waiting, you're *living* for it. Waiting to see again that light in his eyes when he looks at you, to hear again that deep ring of his voice for you alone, to feel again a strong pair of arms that just fit you. Waiting for *your man, your life, your home.*

When that day comes . . . when you and *your man* choose your home, your cherished silverware in a world beyond the shadow of war . . . Community* will be ready with patterns that brides have ever loved. We're working now to win the war. But we dream . . . we hope . . . perhaps before another Christmas . . . *the day will come.*

BUY WAR BONDS!



SPEED THE DAY!

*TRADEMARK

COPYRIGHT 1943. ONEIDA LTD.

Community
THE FINEST SILVERPLATE



Milady* Design

If it's Community... it's correct

FREE! If you'd like a full color reproduction of this painting, without advertising, write Oneida Ltd., Dept. C, Oneida, N. Y.

Help your Dentist—

EVERY MINUTE counts with your dentist. Working longer hours, treating extra patients, he is doing more than his share of guarding health on the home front—helping to carry on for the thousands of dentists who have gone to war.

And you can do your part to make your dentist's duties lighter—to help him give more of his time and skill to all his patients—by fol-

lowing these few simple rules:

1. Make appointments well in advance.
2. Keep your appointments.
3. If an appointment *must* be broken—do it promptly.
4. See your dentist regularly—don't wait until prolonged treatment is necessary.
5. Between visits—give your teeth and gums proper care at home.



Help your Smile!

Watch out for "Pink Tooth Brush".
Help keep gums firmer and teeth more sparkling with Ipana and Massage!

TODAY, more than ever before, proper home care of teeth and gums is most important. So in carefully choosing your dentifrice—consider Ipana Tooth Paste. For Ipana is designed not only to clean teeth thoroughly but, with massage, to help the health of your gums.

And remember, regular care of your gums is as necessary as brushing your teeth. For sound, sparkling teeth—a smile of beauty—depend largely upon firm, healthy gums.

Don't ignore "pink tooth brush"

If you see a tinge of "pink" on your tooth brush, *see your dentist!* He may tell you your gums are tender because today's soft foods have robbed them of exercise. And as thousands of dentists do, he may suggest "the helpful stimulation of Ipana and massage."

For Ipana, when used with massage, speeds up circulation within the gum tissues—helping gums to better, firmer health. So every time you brush your teeth, remember to massage a little extra Ipana Tooth Paste onto your gums.

Start today to help your dentist help your smile, with modern care of your teeth and gums at home. See how Ipana and massage can help you to have firmer gums, brighter teeth—a more appealing smile!

Product of Bristol-Myers

Start today with **Ipana** and massage



He still thinks he's the Napoleon of the bristle business



For years only hog bristle made fine tooth brushes. Then Science made round-end **PROLON**



Actual Photomicrographs

Far and away the best of the new synthetic tooth brush bristles, being marketed under various trade names, are those made by duPont.

"Prolon" is our trade name for the very finest grade of this duPont synthetic bristle.

PROLON—no finer bristle made

So, when you read or hear competitive tooth brush claims, ask yourself this: How can the same duPont bristle, in another brush under another name, last longer or clean better than under the name "Prolon" in a Pro-phy-lac-tic Tooth Brush? You know the answer . . . it can't!

Only PROLON has "round ends"

Pro-phy-lac-tic's big plus is that Prolon is the only synthetic bristle that is rounded at the ends.

It's a fact! Under a special patented

process, exclusive with Pro-phy-lac-tic, we smooth and round the end of each and every Prolon bristle in the Bonded Pro-phy-lac-tic Tooth Brush. See for yourself how much gentler these round ends are on tender gums!

And with PROLON these other "extras"

In addition to Round-End Prolon, the Bonded Pro-phy-lac-tic Tooth Brush gives you these three important "extras": 1. The famous Pro-phy-lac-tic end tuft, for ease in reaching hard-to-get-at back teeth. 2. Scientific grouping of bristles to permit thorough cleansing of brush after using. 3. A written guarantee for six full months of use.

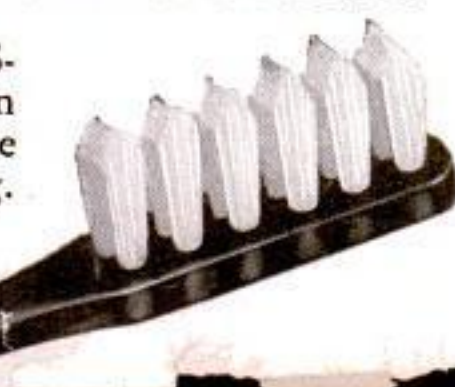
Next time, get the most for your money . . . get the Bonded Pro-phy-lac-tic Tooth Brush.

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.



Bonded Pro-phy-lac-tic 2-Row PROFESSIONAL gives you Round-End Prolon plus extra agility of professional-type compact brush head, only one inch long.

Same price . . . same package, marked with yellow band.



LETTERS TO THE EDITORS

GERMAN GENERAL STAFF

Sirs:

Your report of the German General Staff Corps (LIFE, Nov. 22) is the most illuminating journalistic coup I have seen since the sign painter came to power. Too long have we been led to believe that Hitler started the war and that his end would be the end of Germany and the war. Now the truth is out; the brains of the German Army are trotted out for inspection and we find the Prussian military clique. This is the enemy! Let us hope that the Peace Conference will give them its strict attention.

KENNETH PATRICK FOOKS
Baltimore, Md.

Sirs:

The Prussians are great leaders but leaders are no good without followers. The German people are as much to blame as the Prussianized General Staff Corps.

Y2/c JOHN A. KWASOWSKI
New York, N.Y.

Sirs:

Your story on the German General Staff Corps was great reading and will serve to warn us against postwar soft-heartedness.

SECOND LIEUT.
A. D. SIEMINSKI

Tucson, Ariz.

Sirs:

Thank you for a very instructive article on the German General Staff. I am sure it will be of considerable help to the American people in understanding both wartime and postwar Germany.

Clausewitz, incidentally, is still top reading for officers of all armies, as the following quotation from an introduction to *The Living Thoughts of Clausewitz*, written by Colonel Joseph I. Greene, editor of the *Infantry Journal*, and published in 1943, shows: "the deeper students of every army . . . have all either studied and quoted Clausewitz or have studied the writings of those who have studied and quoted him. . . . This fact alone establishes the uniqueness of Clausewitz in the history of military thought. . . ."

AUSTIN B. WOOD
Brooklyn, N.Y.

THE FOOT SOLDIER

Sirs:

Congratulations on printing General Eisenhower's tribute to the foot-slogging soldier in the Nov. 22 issue.

The infantry man knocks hell out of the cream of the German and Italian armies from Casablanca to Naples. They kill and capture the enemy by hundreds of thousands and take millions of dollars worth of booty. They fight their way out of traps by the use of sheer guts and are slowly cramming the Boche down Hitler's throat. But by the looks of their publicity you'd think they were on some secret mission.

PFC. DAVE LUTTON
Brigham City, Utah

Sirs:

The manful and soldierly statement by General Eisenhower giving due credit to the common soldier is heartening and gratifying to those proud parents and wives whose men are doing their bit as infantry soldiers in our great army of democracy.

DAVID A. NIMMO
Jersey City, N. J.

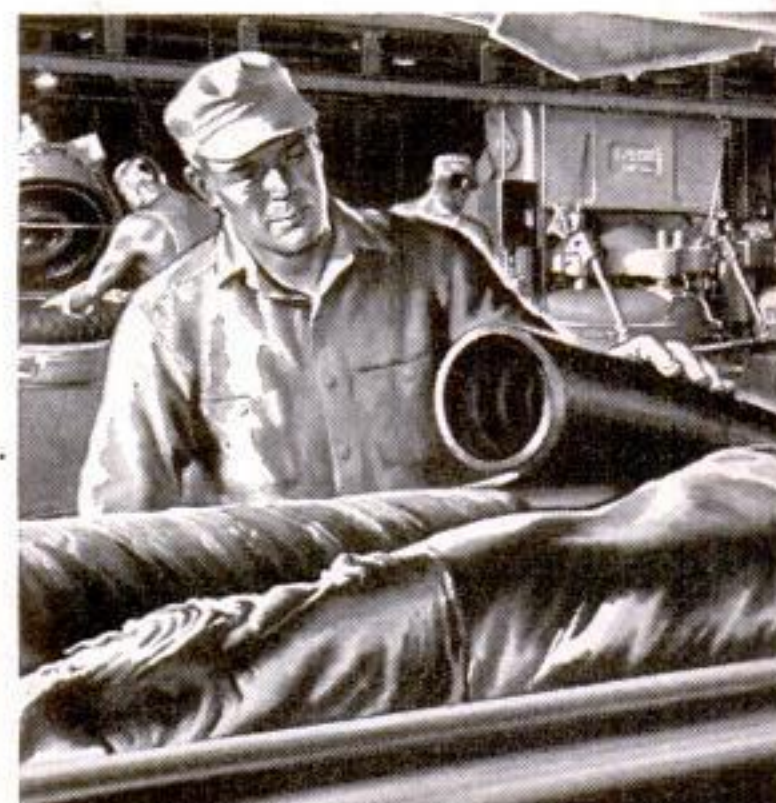
ANIMAL TRACKS

Sirs:

I was very interested in Edwin Teale's pictures of wild-life tracks (LIFE, Nov. 22), but the picture of a track left by "a small bird, probably a sparrow" was not captioned correctly. The track might have been made by a small bird, but certainly not a sparrow. The sparrow has fragile, spiny toes and hops, does not walk.

The tracks pictured were made by a

(continued on p. 4)



Who Said Jobs Don't Grow on Trees?



OF COURSE jobs grow on trees—rubber trees! The Japs destroyed millions of jobs belonging to vital rubber

workers when they took over the natural rubber trees of the Far East.

YET THESE JOBS were recreated by the chemical and production miracle of synthetic rubber. Yes, technical and industrial progress is creating new jobs today which will keep America's factories running after the war.



DAYTON RUBBER has reason to believe that its vast fund of knowledge and experience, now serving the war effort, can help to serve the peace-time job effort.

THE FACT IS that for 37 years Dayton Rubber—the builder of the first American all-synthetic rubber automobile tires—has grown by creating new job opportunities through the investment of millions of man-hours in natural and synthetic rubber research and development.

THIS EXPERIENCE we freely offer to any manufacturer concerned with the development of new or improved products of natural or synthetic rubber which will help provide more jobs and better living in post-war America.

THE DAYTON RUBBER MFG. CO.
DAYTON 1, OHIO

One of the operators of the first Government Dual-unit type Synthetic Rubber Production Plants.

Dayton Rubber

MAKERS OF TIRES, TEXTILE MACHINERY PARTS, PRINTING ROLLERS AND V-BELTS FOR AUTOMOTIVE, RAILWAY AND INDUSTRIAL USE

KEEP ON BUYING WAR BONDS



1 It's natural for soldiers to want trophies of victory. That's why innocent-looking helmets make perfect booby traps. Moral: *let the engineers inspect the souvenirs.*



2 What a fine, expensive camera on that officer's chest. It's all loaded for action, too—with dynamite! Moral: *Never trust a Nazi. Not even a dead one.*



3 The slightest pressure on that porch will set off a mine artfully concealed under the plank and behind the straw. Moral: *watch your step.*

Booby traps—how to recognize and avoid

A BOOBY TRAP is an instrument of sudden death. It is planted by a retreating enemy. It depends for its success on a variety of unpredictable disguises.

Who, for instance, would ordinarily think twice about opening a door in an evacuated building? Yet unwary soldiers who do this perfectly natural thing are often blown to bits in the act.

That's why our soldiers must be *taught* to think twice about every move they make when occupying buildings and territory abandoned by the enemy.

Enter the Signal Corps

Pictures are one of the most effective means of teaching this vital lesson . . . because *recognizing*

a booby trap is the one sure way to *avoid* it.

That's where the Army's photographers come in. These skilled cameramen, attached to the Signal Corps, first staged typical booby-trap situations with professional realism. Then they took pictures, both movies and still, which tell the story of booby traps from the angle of the men who have to recognize and avoid them.

Pictures warn—pictures teach

These pictures do an excellent reportorial job of showing what booby traps look like in many of their myriad forms, and what happens when they are set off.

But beyond that, the pictures also do an educational job of showing the regular infantryman how to neutralize a booby trap in an emergency where engineers are not available.

That's a tall order for pictures; but those produced by the Signal Corps are doing the job.

Salute to the Signal Corps

Making valuable training pictures is only part of the Signal Corps' task. The intrepid cameramen in khaki also go right up into the front lines with their rifle-toting buddies, to ferret out the enemy's secrets, to record our mistakes, to immortalize our successes.

When the history of the second AEF is written, one of the most glorious chapters will deal with the brilliant feats of the Signal Corps.

Wartime Note

About three quarters of all Agfa Ansco products now made go to the armed forces or essential industries.

And Agfa Ansco supplies a greater percentage of its film to the Government than does any other manufacturer of photographic supplies.

So if you can't get Ansco film the first time you try—try again! Waiting in line behind Uncle Sam shouldn't be a hardship! Agfa Ansco, a division of General Aniline & Film Corporation, Binghamton, N. Y.

Agfa

Ansco - Keep your eye on Ansco—first with the finest

This One



E2NS-992-3LEA

PUT ON THE SHELF... BECAUSE OF DRY SCALP?



5 DROPS A DAY CAN CHECK IT....



KEEP YOUR HAIR NEATER, HEALTHIER-LOOKING!



IT'S AS SIMPLE AS THIS... Every morning, when you comb your hair, shake a few drops of 'Vaseline' Hair Tonic on your comb and run it through your hair, or rub it directly on your scalp. Yes, it's as simple as that to keep your hair well-groomed all day long... and it checks Dry Scalp and loose dandruff, too, by supplementing the natural scalp oils! As an extra aid, massage your scalp vigorously with plenty of 'Vaseline' Hair Tonic before every shampoo... and rub a little on afterwards. Remember... for double care of both scalp and hair, there's nothing like 'Vaseline' Hair Tonic. It's different because it contains absolutely no drying ingredients.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

40°
and
70°

LETTERS TO THE EDITORS

(continued)

bird with broad toes and by one of the walking species, possibly a quail or a bird of the sandpiper or snipe family.

MALCOLM JAMES FLEMING
Amityville, N. Y.

Sirs:

I thought your Speaking of Pictures on animal tracks very charming.

Did you notice that when the picture of the crow tracks is turned upside down the tracks appear as hummocks



RIGHT SIDE UP



UPSIDE DOWN

instead of hollows in the sand? This same phenomenon is often noticeable in air photos. Trenches look like sinuous mounds and small hillocks resemble canyons.

BETSY BACON

New York, N. Y.

FAMINE IN INDIA

Sirs:

In only two out of 21 paragraphs on "The Bengal Famine" (LIFE, Nov. 22) did you deal with what is the heart and soul of the problem of India—namely, the uncontrolled increase in population. The people expand right up to the food supply and then die off like flies with the first poor harvest or blocking of imports.

Ironically the British, who through the introduction of scientific methods of food production are responsible for the very existence of half of India's masses, are called to task for the current outcropping of famine. Under British direction India has built great dams to irrigate the deserts, has drained the swamps, has learned Western ways of increasing output per acre. The net result has been an expansion of India's human horde as follows:

1881	254,000,000
1911	315,000,000
1941	389,000,000

This is approximately a one-quarter expansion in each of these 30-year intervals.

LEONARD A. DRAKE

Narberth, Pa.

● In Bengal, any attempts to increase food production have been unsuccessful.—ED.

Sirs:

The British imperialists would like to lay the blame for the awful tragedy of India on increase in birth rate and population rather than at their own doors

(continued on p. 6)

*In any event
wire flowers*



For Holiday Greetings that carry with them a real "Merry Christmas" — wire flowers. In fact, for any occasion flowers say things for you in a way people never forget.

In Any Event Wire Flowers.

But remember, help is scarce so try to give your FTD Florist enough time to deliver your flowers on time. Another good idea is to ask your FTD Florist to make the selection. He is an expert on the right flowers for any occasion.

IMPORTANT:

Through pooling delivery facilities, FTD Florists are conserving manpower, gasoline and rubber. Because of this, flowers can still be delivered.



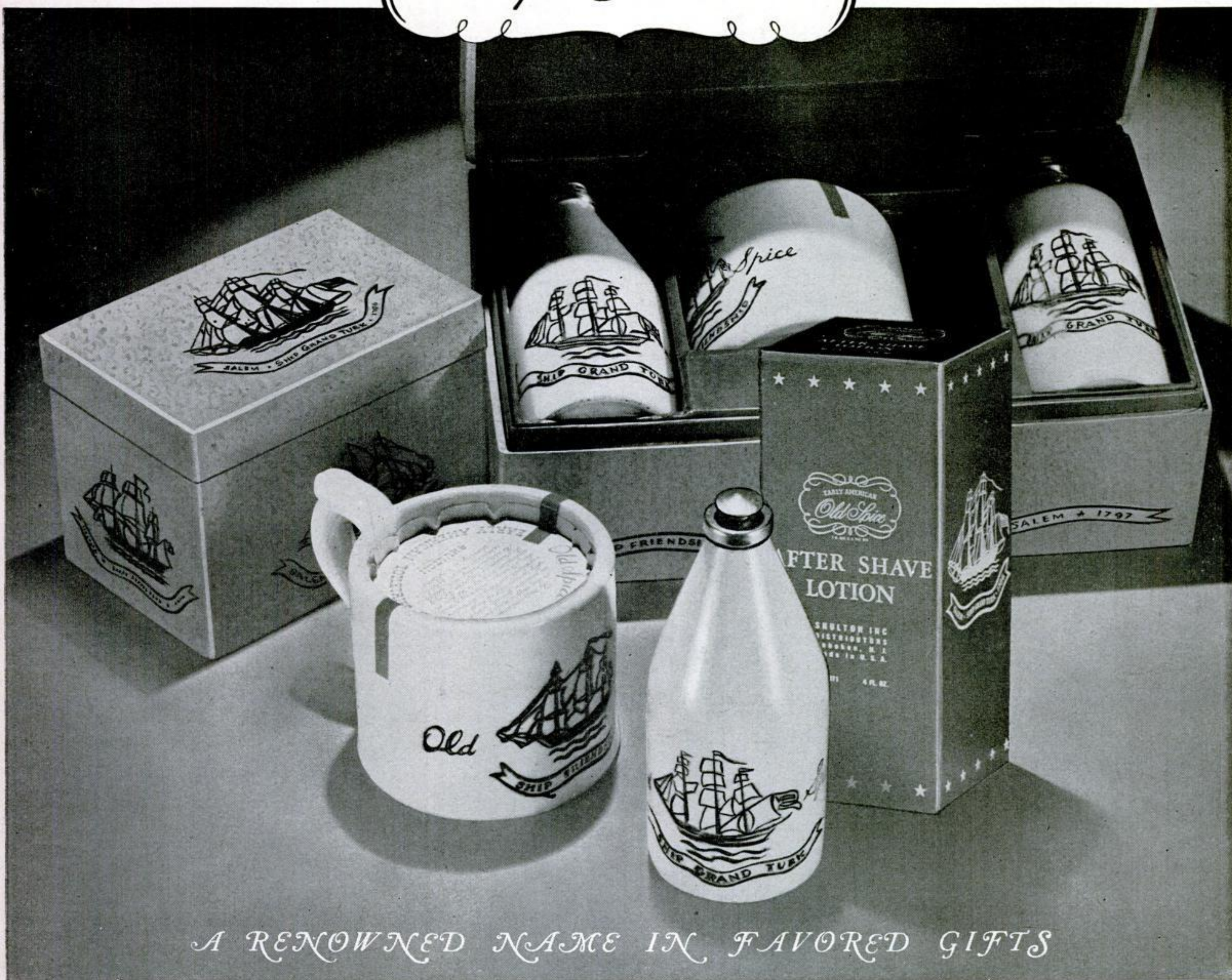
THIS SEAL is your Guarantee of Quality and Dependability

This FTD Seal is your assurance that when you send flowers by wire you'll get full value because all FTD members are bonded for your protection. But remember, all florists are not FTD Florists, so always look for the FTD Seal on the window.

**FLORISTS' TELEGRAPH
DELIVERY ASSOCIATION**

BUY MORE WAR BONDS

Early American Old Spice Toiletries * for Men



A RENOWNED NAME IN FAVORED GIFTS

Old Spice selections may not be as complete as in peacetime—but the Old Spice name is your dependable guide in gift-buying. No matter which of these excellent shaving requisites you choose, you can be certain of peerless Shulton quality—of gifts that reflect the spirit of Christmas-giving. Old Spice Toiletries for men are available singly or in sets... 50¢ to \$5.00

The Most Important Gift of All... United States War Bonds and Stamps

* Trade Mark Reg. U. S. Pat. Off. • SHULTON, INC. • Rockefeller Center • New York 20, N. Y.



**That's the Storm-Proof Cuff
—No Other Shirt Has It!**



BIG YANK —the Shirt That's Different

And what a difference! Patented storm-proof cuffs, elbow-action sleeves and strain-proof yokes. No other flannel shirt at any price has these extra wear and comfort features. Yet they cost you no more! Big Yank Shirts for men—Yank Jr. for boys. In cheery plaids of wool or twill flannel—also in solid color suedes and twills. When you need shirts, look for the Reliance label and get full value for your money. Good stores everywhere sell them. Reliance is making many garments for our armed forces and the supply of Big Yanks is now limited.



STORM-PROOF CUFF
No Gap... No Opening
Protects Your Arm

RELANCE MANUFACTURING COMPANY

212 W. Monroe St. • Chicago, Ill.
New York Offices: 200 Fifth Ave. • 1350 Broadway
MAKERS OF Big Yank Work Clothing
Aywon Shirts • Yankshire Coats • Universal Pajamas
No-Tare Shorts • Kay Whitney and Happy Home
Frocks • Yank Jr. Boys' Wear • Ensenada Shirts and
Slacks • Parachutes for Men and Matériel



LETTERS TO THE EDITORS

(continued)

where it belongs. I think you should be complimented on carrying a story on this benighted country at a time when the policy of the press in general is "hush-hush."

FLORENCE AKERSON
Los Angeles, Calif.

YANK

Sirs:

It is true without question that Sgt. Baker's *Sad Sack* cartoon is *Yank's* No. 1 feature. Also, our weekly pin-up girl hangs high with GI's all over the world. But by devoting four-fifths of its story space to cartoons and pin-ups, *LIFE* misrepresented *Yank* in its Nov. 15 issue.

We feel that *Yank's* best war stories are as good as anybody's. Sgt. Morris mucked it out on Guadalcanal, sent back hot, sweaty, breathing stories that made one know what war is. Sgt. Bernstein's Sicily story, "The Gun," is a model of succinct, straightforward reporting which has been widely admired and reprinted. Our photographers have had much of their stuff pooled with work of other correspondents, and *LIFE* found some of it good enough to run in its own pages.

No civilian correspondent went along on the terrible Schweinfurt raid when the Germans unleashed their new explosive rockets on our Fortresses, knocked down over 60 of our planes and 500 airmen. But *Yank's* Sgt. Peters manned a Fortress gun on that trip, and his terse two-page report for *Yank* was a clean old-fashioned scoop.

When *Yank* started publication a year and a half ago President Roosevelt observed that the magazine would be something our fascist enemies could never understand. How right he was. What other modern army could be so democratic, so sure of its democratic purpose as to permit its enlisted men to publish their own paper, to lampoon Army routine and to express serious editorial opinion from the enlisted man's point of view?

S/SGT. L. C. STOUTEN

Yank & STAFF
Caribbean Edition

● On Nov. 27 the *Saturday Review of Literature* nominated *Yank* for one of the 1943 Pulitzer Prize awards in journalism.—ED.

OTHELLO

Sirs:

Your statement that Shakespeare intended the part of Othello to be played by a Negro (*LIFE*, Nov. 22) is wholly unwarranted and flatly contradicted by the facts. This is not the first time this statement has been made, and given time and sufficient repetition it may become accepted as a presumed fact.

The fact is: Shakespeare described Othello as a "noble" Moor. Even as a plain Moor he was of a race composed of a mixture of Arab, Berber, Tuareg and Spanish blood, and of the white race. One ignorant of the differences between the Semitic North African races might class any or all of them as Moors indiscriminately, but even the most ignorant would never mistake them for Negroes.

LIEUT. J. B. WELLMAN, USCG
Sault Ste. Marie, Mich.

● Shakespeare uses the word Negro only once; in the *Merchant of Venice*, Act III, Scene 5. "I shall answer that better to the Commonwealth than you can the getting up of the Negro's belly; the Moor is with child by you, Launcelot." Shakespeare, no great ethnologist, obviously regarded a Moor as a Negro. In *Titus Andronicus* Aaron the Moor says, "My fleece of woolly hair" and he is described as a "coal-black Moor."—ED

Sirs:

I have been laboring under the illusion that there were very few Negroes

(continued on p. 8)



★ WRITING IS FIGHTING, too

NO question about it—the letters you write strengthen morale among our boys. And morale, too, helps bring down the enemy. Hence today, a reliable fountain pen is an essential.

When you need a pen, look for ruby-topped Wearever Zenith. In the services, or out, it's a top-notch performer. Available in limited quantities, since war needs come first, of course. Made by David Kahn, Inc., America's largest fountain pen manufacturer (established 1896).



\$1.95

Wearever Zenith
Pen and Pencil
set in rich gift
box. \$2.75



Lamps made by General Electric have a pedigree that goes way back to Edison's first light bulb. Lamps for war — lamps for peace. Of all the wide variety of lamps which have come out of General Electric Research laboratories, only a few are shown in this symbolic picture. Behind *all* G-E lamp research is this creed and purpose...to make G-E Mazda lamps *stay brighter longer*.

THE BEST INVESTMENT IN THE WORLD IS IN THIS COUNTRY'S FUTURE...BUY WAR BONDS

G-E MAZDA LAMPS

GENERAL  ELECTRIC

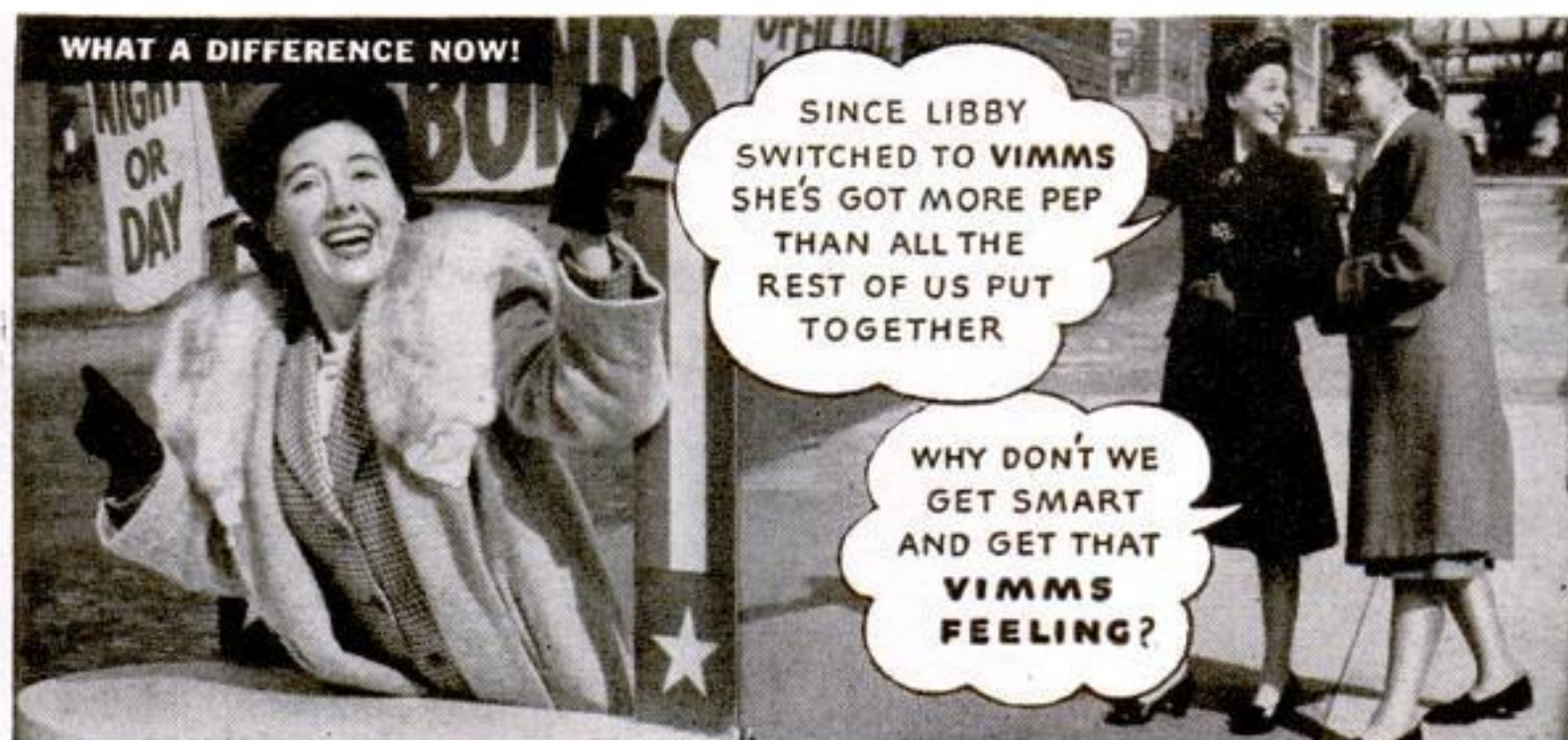


Hear the General Electric radio programs: "The G-E All-Girl Orchestra," Sunday 10 p. m. EWT, NBC; "The World Today" news every weekday, 6:45 p. m. EWT, CBS.



Run down? Jittery? Get your vitamins in spite of food shortages

Many people who are "taking vitamins" are not getting the very ones they need most. For vitamin products vary greatly. Some leave out "A and D," some the essential B-Complex vitamins. And nearly all omit costly "C". If you're not up to par because your diet is low in vitamins—get Vimms. Vimms have every single vitamin and mineral needed to supplement the average diet.



Here's a wonderful rule for buying a vitamin product: Take a minute, see what's in it! Compare the labels. Be sure you get the right vitamins: A, B₁, B₂, C, D, P-P (Niacin). And the right minerals—Calcium, Phosphorus, Iron. Vimms give you *all* of them for

less than a nickel a day in the Family Size. Get Vimms from your druggist, the qualified vitamin dealer. Write for a free sample to Lever Brothers Company, Dept. L-9, Pharmaceutical Div., Cambridge, Mass. (Offer good in U.S.A. only.)

Here's why YOU should choose Vimms over all other products

VIMMS HAVE ALL THE VITAMINS GOVERNMENT EXPERTS SAY ARE ESSENTIAL-BALANCED IN THE FORMULA DOCTORS ENDORSE



SOME PRODUCTS OMIT 1 OR 2, SOME EVEN 3 OR 4 ESSENTIAL VITAMINS—USUALLY COSTLY VITAMIN "C"

COMPARE FORMULAS! REMEMBER, TOO, VIMMS TABLETS ARE BETTER TASTING... EASIER TO SWALLOW

LETTERS TO THE EDITORS

(continued)

in Elizabethan England and that it is quite possible that Shakespeare never saw a Negro.

PFC J. C. LYTTON

Fort Sill, Okla.

● Shakespeare had ample opportunity to see Negroes. Slavery was introduced into England in 1440, not abolished until 1772.—ED.

LEBANON'S CEDARS

Sirs:

Your article and photos of Lebanon (LIFE, Nov. 22) interested me very much not only because I am of Lebanese descent but also because I learned



CEDARS OF LEBANON

to love that land on my visit there in 1935. You mentioned that there are few of the famous Cedars of Lebanon now left. Here is a picture I took of the trees which are still growing in a large enclosure, as a lasting souvenir of the trees which have been in existence on the top of Mount Lebanon for two thousand years.

L. J. SAQUET

Boston, Mass.

LOS ANGELES

Sirs:

Roger Butterfield's article, "Los Angeles Is the Damndest Place" (LIFE Nov. 22), was timely, well written and true. It contained both a welcome and a warning . . . welcome to the land of sunshine and temperate climate . . . but woe to those who come to work.

JAMES SHOURT

Los Angeles, Calif.

Sirs:

As a native son I want to thank you for your article on Los Angeles. It was swell.

PFC. DON WILLITS

Chanute Field, Ill.

Sirs:

O beautiful Los Angeles. O how I want to go home to Los Angeles. O Victory, wherefore art thou?

CPL. FRANK G. RIVERA

Fort Leonard Wood, Mo.

Sirs:

I don't know about Philadelphia, but we Detroiters won't take it lying down. Your fine article on Los Angeles stated that the "City of the Angels" had soared into third place among American metropolitan areas, which is correct, but it still ranks after Philadelphia and Detroit in the number of people within its city limits.

Lest any of your readers get the notion that "Dynamic Detroit" is not dynamic still, here are the Federal figures for the record:

	Detroit	Los Angeles
1900	285,704	102,479
1920	993,678	576,673
1940	1,623,442	1,504,277
*1942	1,807,000	1,800,000

*(Encyclopaedia Britannica estimate)
Yes, in spite of the fact that L.A. has

(continued on p. 11)

DESTROYERS!



THEY GET
THERE BY
Hamilton
TIME



A U. S. Destroyer keeps precisely on its course with the help of a highly-precise Hamilton Chronometer (shown above) or Hamilton Chronometer Watch. You'll see this precision reflected in your postwar Hamilton.

HAMILTON
The Watch of Railroad Accuracy





Who's the Malayan in Keokuk?

None other than *Garcinia mangostana*, the exotic mangosteen. Big as an apple, with snow-white, juicy pulp that melts in your mouth, it is one of the most delicious fruits of the Far East.

Why in Keokuk?

No reason why not, or any place else, as soon as the war is over. Thanks to PLIOFILM, of course.

Why PLIOFILM?

Because this amazing, waterproof, synthetic wrapping is not only moistureproof, but virtually spoilageproof. PLIOFILM seals flavor and juices in, seals contamination out, holding all the vitamins and goodness.

Long enough to travel half around the world?

Longer than that! It's no trick at all for PLIOFILM

to keep fruits and vegetables for periods that range from two to ten months. Also it keeps meats, cheese, coffee, bakery goods and many other foods far better than other means.

Why can't I get these things in PLIOFILM right now?

Because, for example, every aircraft engine manufactured now goes to war wrapped in PLIOFILM. But after Victory, count on PLIOFILM to bring you the best things in the world to eat—not only occasional rare tropical delicacies but everyday American foods more wholesome and delicious than ever.

P. S. Pliofilm is not just for foods alone. It has literally thousands of applications as low-cost protection for pharmaceuticals, chemicals, tobacco, precision instruments, and all moisture-sensitive products. It's also used for hat boxes, garment bags and lamp covers.

EIGHTEEN MONTHS IN PLIOFILM!

Remember what happens to ordinary unwrapped carrots after a week in the icebox? Well—take a look at these Pliofilm-protected carrots which were stored at 37°F—for a year and a half! The Agricultural Experiment Station of the University of Florida made this test; reports: "Loss of weight was negligible, and the carrots held their color perfectly—retained their firmness and vitamin content."



ATTENTION: COOPERATIVES AND GROWERS' ASSOCIATIONS—Prepare now to take advantage of this new miracle in fruit, vegetable and other food packaging for after-the-war markets. For information write: Pliofilm Sales Dept., Goodyear, Akron 16, Ohio.

Plioilm



Plioilm—T.M. The Goodyear Tire & Rubber Company



"MADONNA" (from Gerard David, Fifteenth Century Flemish), painted for the Capehart Collection by Peter Lauck, 1943

Hour of Splendour

A glorious spirit is abroad again in the land. . . .

Spoken here by a light in a window . . . by a sprig of holly . . . by a church spire lifting its cross to the stars . . . or a Madonna serene in the glimmering light of a hundred candles.

Enshrined anew this Christmas, the Madonna transfixes the rapt joy of that hour of splendour when angel-song rang through the night to herald a new-born Son. Then it was that her radiant star, risen out of the darkness of the ages, first brought to man a promise of peace on earth.

On this present day of gladness, the light of the Madonna once more shines undimmed, to instil in man's soul hope and strength . . . a vision of peace . . . and the promise that the earth, washed of the stain of war, will know again the deep significance of the true spirit of Christmas.

Then will the rich potential of mankind be realized. Then will Americans and their fellow citizens in the new neighborhood of nations, enter into a fruitful era when the goodness of each Christmas will flood the soul and light the way — not for a day only, but throughout the year.

The music of Schubert's "Ave Maria" was the inspiration for Peter Lauck's interpretation of the David painting. . . . For information on reproductions of paintings in the Capehart Collection, write to Capehart Division, Farnsworth Television & Radio Corporation, Ft. Wayne 1, Ind

Capehart - Panamuse

Products of **FARNSWORTH TELEVISION
& RADIO CORPORATION**



SERVICE MEN



AND WOMEN



Relieve chapped sore lips...

For comfort's sake, tuck away a tube of Roger & Gallet original Lip Pomade in your kit or pocket. Smarting, cracked lips just don't belong in the Service—whether you're aboard ship, out in the desert or up in the Arctic circle. With Roger & Gallet Lip Pomade, you can instantly smooth on a healing, invisible film to end that feverish burning. Then, come wind, cold or sun, this soothing medication guards your lips against any discomfort. Here's a really practical gift for the home folks to send Service men and women.

Only 25¢

The Original

LIP POMADE

ROGER & GALLET

LETTERS TO THE EDITORS

(continued)

reached out and encompassed an area several times that of Detroit, we are still fourth, and L.A. fifth in population. I note that Los Angeles is to be the postwar aviation center. We Detroiters are going to have something to say about that, too.

LYNDON BABCOCK
Detroit, Mich.

Sirs:
What are the Texans going to think when they read that Los Angeles has some things they don't?

PVT. DONALD J. STREFF
Drew Field, Fla.

Sirs:
The story of Los Angeles is O.K. but we have a real one here in Harlingen, Texas.

As compared to Los Angeles County: We've got more days of sunshine, more soft, salt sea breezes and better citrus fruit. We've got better soil and more of it, and oil in superabundance. We are about 400 miles further south than Los Angeles.

We didn't make this the outstanding valley of the world by pumping water across eight different mountain ranges. Our pump is gravity and we never spent a dollar greasing it.

From here we go on highways into Yucatan and Honduras and Central America with a civilization dating back to 1,000 B.C. We can visit buried cities with temples, palaces and pyramids which matched those in Europe when Columbus discovered America.

In short, we have Los Angeles beat by a million miles. In a few years this Magic Valley will be the most densely populated section of the United States—with the finest soil and the finest climate in the whole world.

ASHER HOWARD
Harlingen, Texas

Sirs:
Here are three cheers from a soldier stationed in this Godforsaken state of Texas. That article on Los Angeles was wonderful.

After seeing over 30 states, I wouldn't trade one foot of Southern California for any other state.

And as for this gopher hole called Texas, there should be a law against it.

PFC. WARREN BODIE
Pyote, Texas

Sirs:
Just to sum up: anything the Los Angeles Chamber of Commerce has said about Los Angeles and Southern California has been an understatement.

CPL. C. S. FREDRICKSEN
Chanute Field, Ill.

Sirs:
... it can never compare with San Francisco.

L. PRESTON
Houston, Texas
(for duration only)

MISS WILLIAMS
Sirs:
I still have a space to fill on my footlocker. What few pictures I have, have been given careful study. So if you have any more photos of Chili Williams (LIFE, Nov. 22) may I put in my bid for one this instant?

PFC. E. E. JENKINSON
Sioux Falls, S.Dak.

● A beautiful big picture of Miss Williams may be obtained free by writing to Harry Conover, Cover Girl Agency, 52 Vanderbilt Ave., New York City.—ED.

Sirs:
I'm awfully tired of Frank Sinatra. And I'm awfully tired of Chili Williams. In fact I'm damn near as tired of Chili Williams as I am of Frank Sinatra.

LIEUT. ROGER HALL
Bethesda, Md.

WHAT'S HE SAY?

HE SAYS THERE'S
SOMETHING REALLY
NEW IN DENTIFRICE

War-Economy
Container
10% More Powder
No Higher Price

Powder in a revolutionized **NEW QUICK-FOAM FORMULA!** Feels more like a paste when you brush, yet gives you powder's money-saving economy.

NEW "WHIRLPOOL" CLEANSING ACTION really gets down to work on dull, lack-luster tooth surfaces... helps bring out the flashing natural brilliance of enamel. And what a taste thrill in that **NEW WINTER-MINT FLAVOR!**

SPEAKING OF PICTURES . . .

... THE OLD HELL IS STILL BEST

Everyone is interested in Hell. The great expert on this ancient subject is Dante Alighieri, whose *Inferno* still stands after six centuries as the best guide to the nether regions. In turn, the best pictorial interpreter of the great Italian poet's classic of hellfire and damnation is the Frenchman Gustave Doré. Since 1861 his illustrations have been the definitive visual impression of Hell for anyone who has seen them. Next March a new edition of the *Inferno* will be published with illustrations by German Artist George Grosz, as one of the Modern Library's new line of illustrated books. But although Grosz's tortured line drawings lack nothing in misery, Doré's brooding and graphic illustrations still remain unsurpassed as the real Hell.

DORÉ



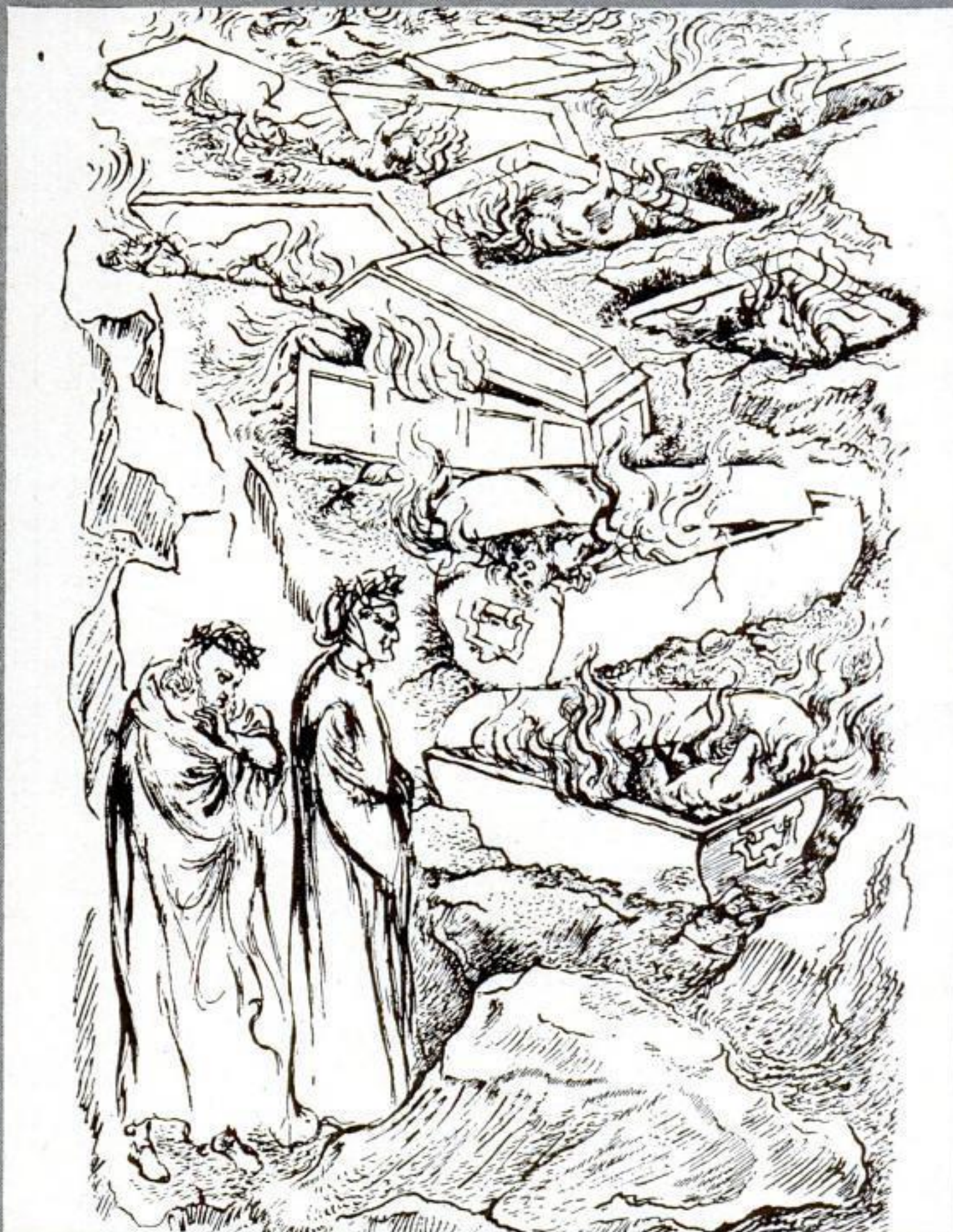
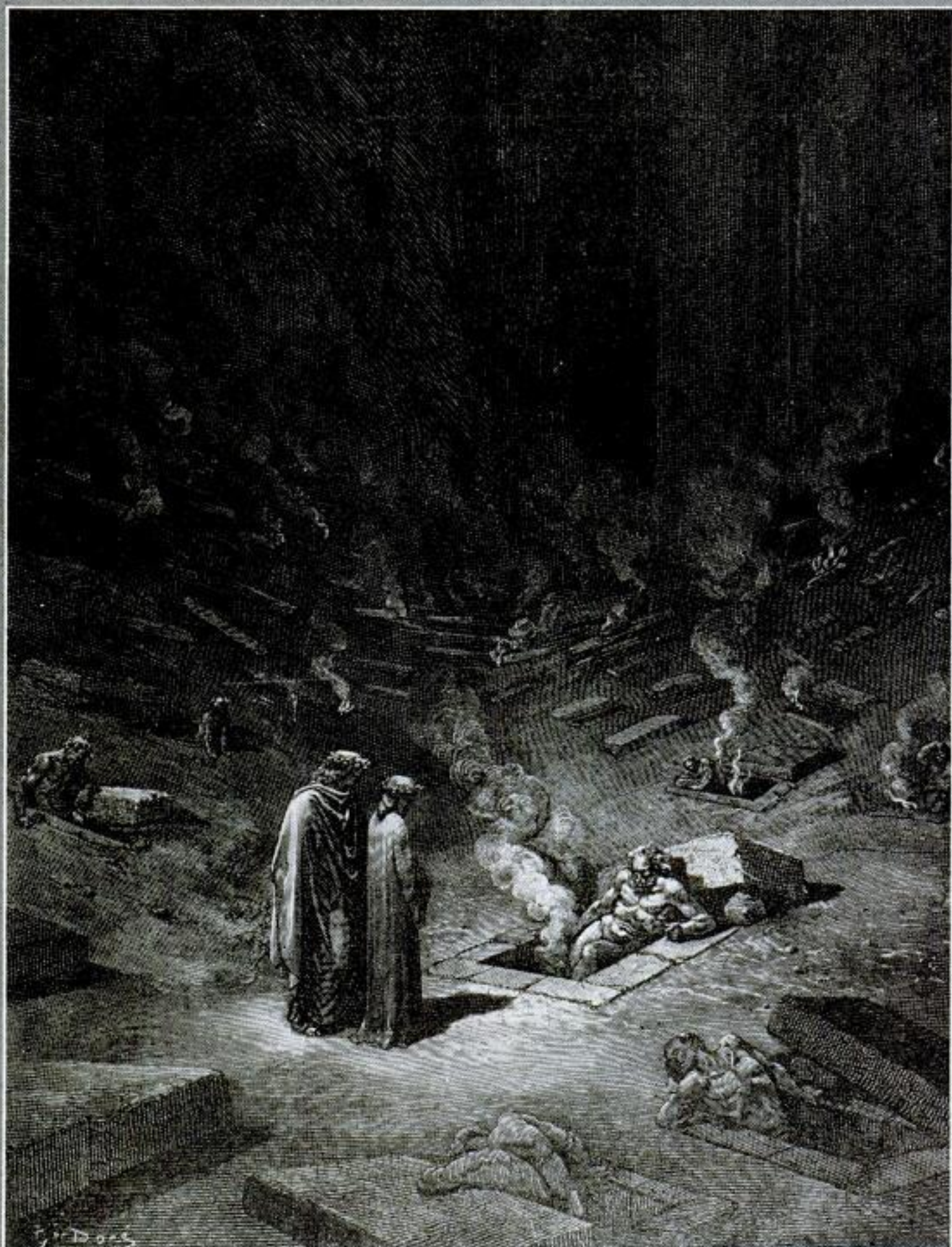
GROSZ



DANTE

AVARICE & PRODIGALITY

In the Fourth Circle of Hell, Dante and the poet Virgil, who is guiding him through *Inferno* encounter two classes of sinners, the Avaricious and the Prodigal. These have been condemned to pushing great weights with their chests for Eternity. From time to time the two classes collide. Doré gave the sinners huge bags of coins to wrestle with while Grosz has them carrying heavy boulders. After seeing Fourth Circle, Dante and Virgil go on to the sorrowful marsh of Styx.



HERESY

Approaching Dis, the city of Lucifer, Dante and Virgil cross a dark plain covered with flaming tombs of the damned. Here are the heretics, which Grosz has painted with

more horror but less spooky grandeur than Doré. Dante added Heresy to Aristotle's old classification of sins, which he used as broad pattern for the *Inferno*. This system logically classified all wrong-

doing of which human beings are capable under the three general headings: 1) Incontinence, 2) Violence or Brutishness and 3) Fraud or Malice. These are subdivided into 24 specific and unpardonable sins.

DORE**GROSZ****DANTE****SUICIDE**

In Seventh Circle of Hell Dante finds the Self-murderers, whose punishment is to be transformed into withered, stunted trees producing evil poisons instead of fruit. They are also torn and devoured by the obscene Harpies, which Dante describes: "Wide wings they have, and necks and faces human, feet with claws, and their large belly feathered; they make rueful cries on the strange trees." Here Dante plucks at the branch of a tree which breaks and darkens with blood. The trunk cries out: "Why dost thou tear me? hast thou no breath of pity?" Here also he meets a number of famous suicides in Italy of his time.

**PAGANISM**

Nearing the Ninth and last Circle, where Satan himself lives, Dante and Virgil pass a group of chained and tortured giants. These are the Nephilim, which are described in Genesis and Job, who made open war against Heaven in pre-Biblical times. Dante describes the air here as being filled with dense, foul vapors, as it is in many parts of Hell. Following this, the poets proceed to the rim of the last pit of all. There they are lifted in the hands of Antaeus, giant of Greek mythology, and are lowered into "the bottom of all guilt," where the bitter cold eternally freezes the vast marsh of Cocytus, the end of all the blood-red rivers of Hell.

**TREACHERY**

The Ninth Circle is divided into four concentric rings, the first for those who have done violence to their own kin, the second for sinners who have been traitors to their country, the third for betrayers of friends and the last, called Judecca for Judas Iscariot, for sinners who have betrayed benefactors. In the scenes by Doré and Grosz at the left, Dante and Virgil walk gingerly among heads of sinners frozen in the marsh up to their necks. Some are buried deeper in the ice than others, in accordance with the depth of their crimes. Not shown is the center of the marsh, where Satan stands, making a freezing wind by beating his wings.

Some facts about Whooping Cough for parents with young children



How serious is whooping cough in babies, toddlers, and children of nursery school age?



When a child is over four years old, is the danger from whooping cough greater or less?



Do children over nine years old ever get whooping cough? Is it contagious?

Most parents underestimate whooping cough.

You probably don't remember much about the time when you had whooping cough.

You had some fever. If you were old enough to go to school, perhaps your teacher sent home a reader or an arithmetic so that you could "keep up" with your class.

Yes, you did some whooping, and during the night they lit a little lamp in your room. It smelled funny but it was supposed to keep you from coughing so hard. Before long, you were even allowed to play out-of-doors.

So, most of us are surprised to learn that whooping cough is often fatal.

For instance, in babies under one year old, whooping cough has caused during recent years almost three times as many deaths per year as measles, scarlet fever, and diphtheria combined.

In fact, in babies of that age who have caught whooping cough, *one out of four died*.

As children grow older, the danger from whooping cough becomes less and less.

It is much more serious in children under four years old than it is in children past that age.

After nine, it is rarely fatal.

But it should be remembered that these older children may transmit the disease to

a baby brother, sister, or other youngster, and that may be a serious matter.

Fortunately, your doctor now has effective vaccines for protection against a number of the more important childhood diseases, including whooping cough.

Consult him about these modern safeguards. He knows what steps to take—and when to take them—to protect your children.

COPYRIGHT 1943—PARKE, DAVIS & COMPANY

PARKE, DAVIS & COMPANY

DETROIT, MICHIGAN



Pharmaceuticals • Biologicals • Surgical Dressings

SPEAKING OF PICTURES

(continued)



Another savage drawing by George Grosz shows sinners frozen in Ninth Circle. Grosz's work is more brutal, but never more graphic than Doré's.



Diviners, Augurs and Sorcerers by Grosz are punished by having their faces twisted backward. Their sin is sacrilegiously looking into the future.

PALMOLIVE BRUSHLESS

Dares Guarantee* a Clean,
Comfortable Shave With

NO RAZOR BURN!

PALMOLIVE BRUSHLESS
SHAVE CREAM, MADE WITH REAL
OLIVE OIL, IS EASY TO SPREAD
AND GUARANTEES* YOU SMOOTH,
COOL, PAINLESS SHAVES
EVERY TIME!

1

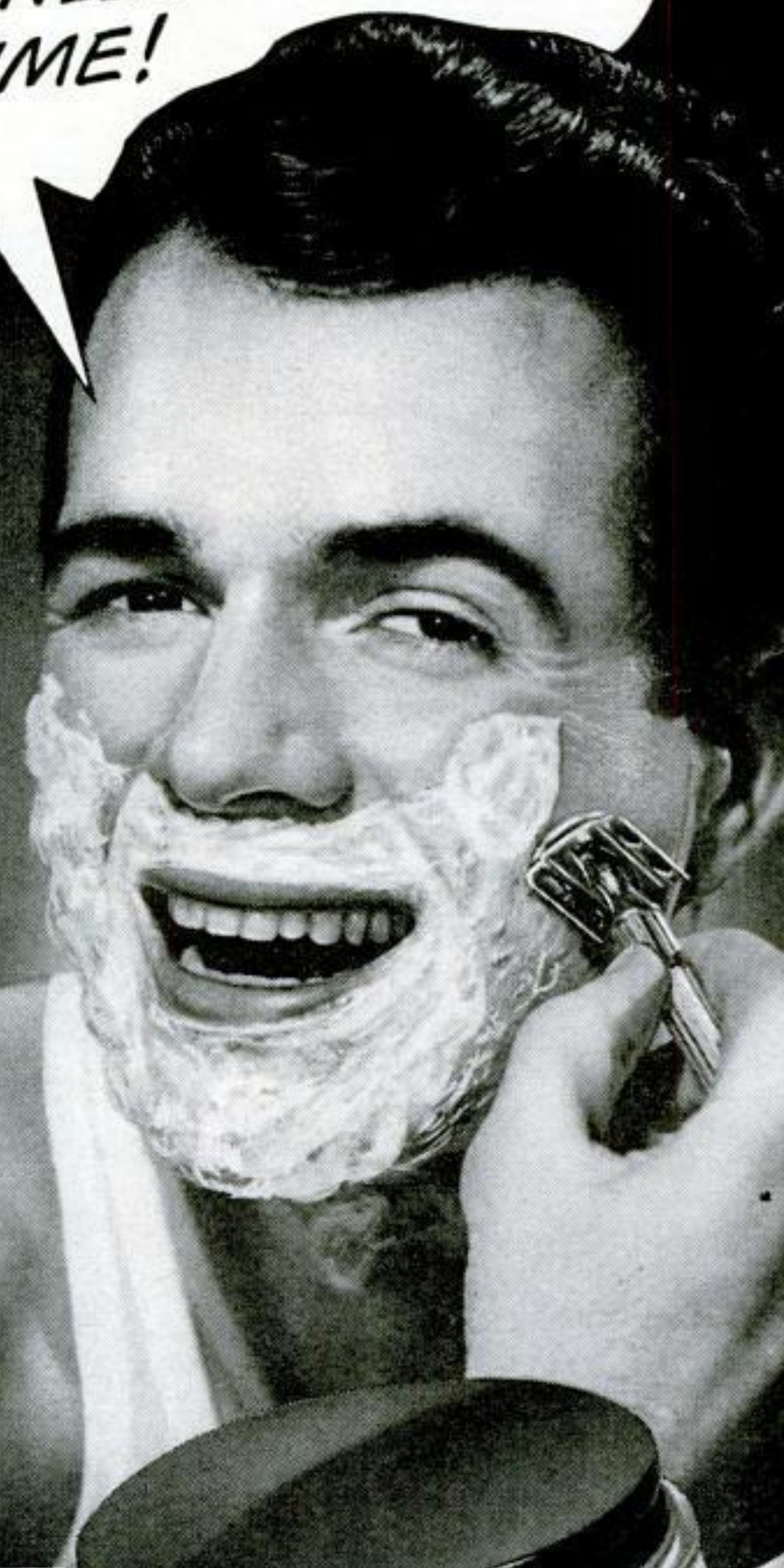
Palmolive Brushless spreads evenly—easily. Wilts even stubborn whiskers like a flash. They come off quick, clean. Leaves your face cool, comfortable, younger looking.

2

Palmolive Brushless literally lubricates your skin with real olive oil. Your razor simply glides along, with no irritation—no scraping or scratching—no painful razor burn.

3

Throw away your shaving brush and get Palmolive Brushless today in the big, money-saving jar. It guarantees you the cleanest, most comfortable shave you ever had.



* YOUR GUARANTEE OF NO RAZOR BURN

Buy Palmolive Brushless. Use it day after day. If you don't agree it gives you the cleanest, most comfortable shave you ever had—with No Razor Burn—mail the carton top to Palmolive, Jersey City 2, New Jersey, and we will immediately refund your money!

**THAT'S WHAT YOU CALL
SEE-ABILITY, SON!**



SEE-ABILITY is the Westinghouse word that means right light in the right place. In wartime, with fewer lamps available, See-ability must be confined to essential seeing tasks. Tomorrow, when the war is won, See-ability will be the standard for lighting ideas and improvements throughout your home.



TOMORROW, you'll have as many bright, long-lasting Westinghouse Mazda Lamps as you wish. With See-ability as your guide, you'll prove that better lighting means better *living*. You can help hasten that tomorrow by taking good care of your lamps today, using light only where you need it.*



FOR SEE-ABILITY

*Write for the new Westinghouse home lighting booklet: "How Can I Avoid Wasting Light?" Dept. L-12, Westinghouse Elec. & Mfg. Co., Bloomfield, N. J.

LIFE'S REPORTS

BOMBING OF BERLIN

**DESPITE TERROR AND WIDE DEVASTATION,
THE PEOPLE—SO FAR—HAVE NOT CRACKED**

by JOHN SCOTT

Stockholm, Sweden

Three times last fortnight hundreds of British bombers deluged Berlin with bombs of all kinds—from two-ton blockbusters to tiny magnesium and phosphorus incendiaries—killing some 10,000 Berliners and doing great damage. But after the third ordeal Germany's capital was neither destroyed nor had its people been shaken into panic or revolt. From the two or three hundred travelers—mostly Swedes—who by then had left Berlin by plane for Stockholm, this is the picture of what happened:

Monday evening a fine rain fell in Berlin. Fatigued men and women hurried home from long hours in Berlin's hundreds of factories and thousands of offices, many with part of a loaf of bread wrapped in newspapers under their arms. Walking carefully to avoid puddles because their shoes were mostly worn out, they were preoccupied with problems of just living in Berlin, where August's evacuation program had broken up many families and removed thousands of children to farms and villages.

Cinemas and theaters were full to capacity. In the Sport-Palast, thousands of people came to see the late-afternoon figure skating festival—featuring 20-year-old Swedish Champion Britta Rahlen and her Siegfriedesque partner, Bo Mothander. Over an area of some dozens of square miles several million people were going about their business, in most cases without great hopes, without enthusiasm, also without wasting time.

Then the sirens screamed. Berliners looked up at the murky mist, in which it was difficult even to see the roofs of buildings, and thought perhaps it was a mistake. Then they heard the roar of planes, an uncertain rumble of barrage, and they scurried for shelters. In Berlin every shelter is a public shelter, so when Ice Skaters Britta and Bo dove into the low cellar of the Russischer Hof across from the Friedrichstrasse Bahnhof, they found themselves among some dozens of assorted people.

People sat quietly as in a dentist's waiting room. Some read, others sat in strained but controlled silence, others talked in subdued voices.

Bombs began to fall. In a shelter, even on the street, large bombs falling anywhere within a mile or two are felt rather than heard. The walls shook and groaned, glass tinkled in the stairways. After something more than an hour there was quiet. All clear sounded and people ran from the shelters, climbed over the broken-glass rubble, started home or to work, or to help in putting out the fires which raged everywhere.

Britta and Bo walked down the Friedrichstrasse. The station was undamaged but there were eight fires on one block and smoke and dust filled the air. Firemen and volunteers were working, putting out incendiaries. Occasionally there was a dull thud as a time bomb, somewhere buried in the rubble, exploded. They had not walked more than half a block when again the sirens screamed. This time the people didn't bother to look at the sky—most of them ran for shelter. But others didn't take cover because they were busy trying to save clothes, furniture or people from burning houses, or to put out incendiary bombs.

The second round was shorter but more intense. In shelters people bit their lips. In one shelter a woman in labor was brought from her flat. Amid the dust of shuddering walls she delivered her child.

After the second raid the skaters went out again on the street, clambered over the rubble to Unter den Linden, then along Unter den Linden from the Pariser Platz to the Opera and back. The thing Britta and Bo remembered most clearly was the strong gusts of wind caused by the immense fires. People on the streets pushed their way

CONTINUED ON PAGE 18



BUY WAR BONDS AND STAMPS

"Why does our wine turn sour, M. Pasteur?"

It was 1865 when Louis Pasteur showed the wine makers of his native France how to keep their product from souring by heating it to about 145° F.

The world was slow to see the value of this new process called "pasteurization." Some thirty years later, when the first American dairy began to sell pasteurized *milk*, the move met bitter opposition.

"Fraud and nonsense," cried competitors. But doctors and health authorities soon noticed that the death rate dropped wherever pasteurized milk was used.

By 1915, a progressive cheese company succeeded in producing pasteurized, packaged *cheese*. It was another big advance. It assured uniform quality and purity even in

distant markets. It meant no rind, no waste. It provided a greater variety of cheeses for family nutrition.

Although the original discovery of pasteurization was made abroad, there were men in America with the vision and courage and organization to apply pasteurization to products made of milk—nature's most nearly perfect food.

That milk company was Sheffield Farms and that cheese company was Kraft. Both are important parts of National Dairy — and their pioneering spirit lives on in the modern National Dairy Laboratories. From the Laboratories have come many improvements in milk, cheese, butter, ice cream and other dairy products. As you read this, they are

busy developing new foods — new products — to help speed the war and enrich the peace.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



**NATIONAL DAIRY
PRODUCTS CORPORATION**
AND AFFILIATED COMPANIES



Isn't your man in a million worth every cent you can save?

YOUR man in a million is giving up everything to help win this war! He's said goodbye till it's over—to his home and his job—his family and his friends—said goodbye to you, the girl of his heart.

And are you keeping faith? Are you doing your part? Is any effort, any sacrifice, too great for your man who's doing so much?

You know the answer! So begin today to economize and skimp and save. And put every penny you can lay aside into more and more United States War Bonds!

War Bonds are, in a very real sense, bonds between you and the one you love and miss so much.

For, every bond you buy helps to speed war production—helps to keep our ships sailing and our tanks rolling—helps to hurl more bombs and shells and bullets upon the foe.

Every bond you buy is a milestone on the road to Tokyo—another dent in the shield of German resistance.

You only *lend* the money, you know. You invest it with Uncle Sam for your sailor and yourself—for your future happiness and security together. And a more prudent, safe and steady-going investment has never been offered in all history!

Take your rightful place in the war effort—start buying War Bonds to the limit of your income today!

Here's what War Bonds do for You:

- 1 They provide the safest place in all the world for your savings.
- 2 They are a written promise from the United States of America to pay you back every penny you put in.
- 3 They pay you back \$4 for every \$3 you put in, at the end of ten years... accumulate interest at the rate of 2.9 per cent.
- 4 The longer you hold them, the more they're worth. But, remember, if you need the money you may turn them in and get your cash back at any time after 60 days.
- 5 They are never worth less than the money you invested in them. They can't go down in value. That's a promise from the financially strongest institution in the world; the United States of America.

SAVE YOUR MONEY THE SAFEST WAY—BUY U.S. WAR BONDS REGULARLY

Published in cooperation with the Drug, Cosmetic and Allied Industries by:

VICKS MAKERS OF VICKS VAPORUB
VICKS VA-TRO-NOL • VICKS INHALER
VICKS Medicated COUGH DROPS

LIFE'S REPORTS

(continued)

against the wind with difficulty. Everywhere people were working hard, getting at casualties, trying to save their property. On the way back to their hotel they saw many people preparing to spend the night in rubble on the streets with what remained of their household possessions around them. It was warm on the street because of the fires; indeed, in some places the asphalt bubbled.

During the rest of the night few people slept well in Berlin. Smoke and dust filtered through the bombed-out windows, rain drizzled down through cracked ceilings. Britta and Bo went out on the street at 7 in the morning to take a walk before going to catch the plane for Stockholm. They found the Friedrichstrasse already partly cleaned up from rubble and most of the fires out. There was little water, no gas, no electricity. Smoke hung over the city, but everywhere brigades of the Todt Organization, foreign workers, war prisoners and some German soldiers were busy clearing the streets, which were filled with people hurrying to work. Some of the streets had emergency field kitchens giving soup to bombed-out hungry people. Queues before stores were longer than usual but bread and other products were being sold.

On Tuesday night bombs fell again by the hundreds, incendiaries lit new fires beside those still burning from the night before. Again on Friday bombers came in force.

At week's end, with the help of two Swedish engineers who were in Berlin during the bombing, I tried to draw a picture of the damage done. This is the scoreboard of the battle of Berlin:

Twenty five to 30% of the buildings in greater Berlin had been destroyed or badly damaged. About 90% of the damage was done by incendiaries. The worst damage was in the center of the city. The Potsdamer, Stettiner and Yorkstrasse stations were totally destroyed; the Lehrter freight station badly damaged. Traffic was stopped into Anhalter station because of damage to approaches. Friedrichstrasse station was undamaged.

Only the Italian and Japanese Embassy buildings were not destroyed among the embassy buildings of belligerent powers. The American and French embassies near the Pariser Platz were wrecked, as were the Swedish and Danish legations. The Speer Ministry of Armaments and Munitions was gutted at one end and burned badly throughout. The roof of Hitler's house on the Wilhelmstrasse was burned out but the building is intact. The New Reichschancellery is undamaged. The Foreign Office burned and Goebbels' house was gutted and burned. The whole area north of Friedrichstrasse station was leveled. Ribbentrop's house is simply gone. The Eden Hotel was destroyed but the Adlon is practically undamaged. Flak towers in the Tiergarten are undamaged. St. Matthias Church in the Winterfeldt Platz is destroyed. The long-distance telephone center on the Winterfeldtstrasse is badly damaged, which explained the break in telephone communications. Great piles of coal stored against the winter in yards near Lehrter station are slowly burning, defying attempts to extinguish them. Gestapo Headquarters in the Prince Albrechtstrasse is badly damaged. The Air Ministry is destroyed. The Opera is damaged. Many barracks housing foreign workers and Russian war prisoners are destroyed and casualties are heavy. There was heavy damage to houses in Siemenstadt and Spandau.

Many strange things happened during the week in Berlin. The Swedish Trade delegation on its way to continue trade talks with the Germans arrived in Berlin, were told it was impossible to continue the talks because of the confusion, went back on the next plane having been in Berlin only 45 minutes. A Finnish diplomat left his hotel early one morning and found a dead crocodile in front of the door. Machine-gun patrols hunted the animals from the zoo for two days in the Tiergarten and elsewhere. Elephant and zebra meat were served in two restaurants.

The press conference in the Foreign Affairs Ministry was held in one comparatively undamaged wing in a windowless room, the floor of which was shoe-top deep in glass. Ribbentrop and his press chief, Schmidt, appeared grimy-faced after Friday's raid, steel helmets pushed down over their heads, clothes torn and dirty.

But by Friday life was returning to something approaching normal. Some buses, some streetcars and all subways were functioning.

CONTINUED ON PAGE 20

**PULL DOWN THOSE
WINDOW SHADES, BILL, AND
YOU'LL HAVE A WARMER HOME!**



**Proper use of your cloth window shades
can reduce heat loss through window panes
more than $\frac{1}{3}$. . . save up to 10% on fuel!**

Your cloth window shades are excellent insulation! Put your hand to the window before and after pulling down a shade and see the difference. Tests by the Armour Research Foundation show that 30% of all heat loss is through windows. Pull down your shades to save fuel and have a more comfortable home this winter.

(HERE'S ALL YOU NEED TO DO)

OTHER WORTHWHILE HEAT-SAVING HINTS

Insulate roof and attic. Put up storm sash and doors. Use weatherstripping and caulking around doors and windows. Close doors quickly when entering or leaving house. Close fireplace damper. Shut off heat and close doors when ventilating rooms. Place rug against bedroom doors at night.

DURING THE DAY...

Draw shades to sills in all rooms not being used

DURING THE DAY...

Draw shades at least half way in rooms being used

AT NIGHT....

Draw shades to sills in all rooms

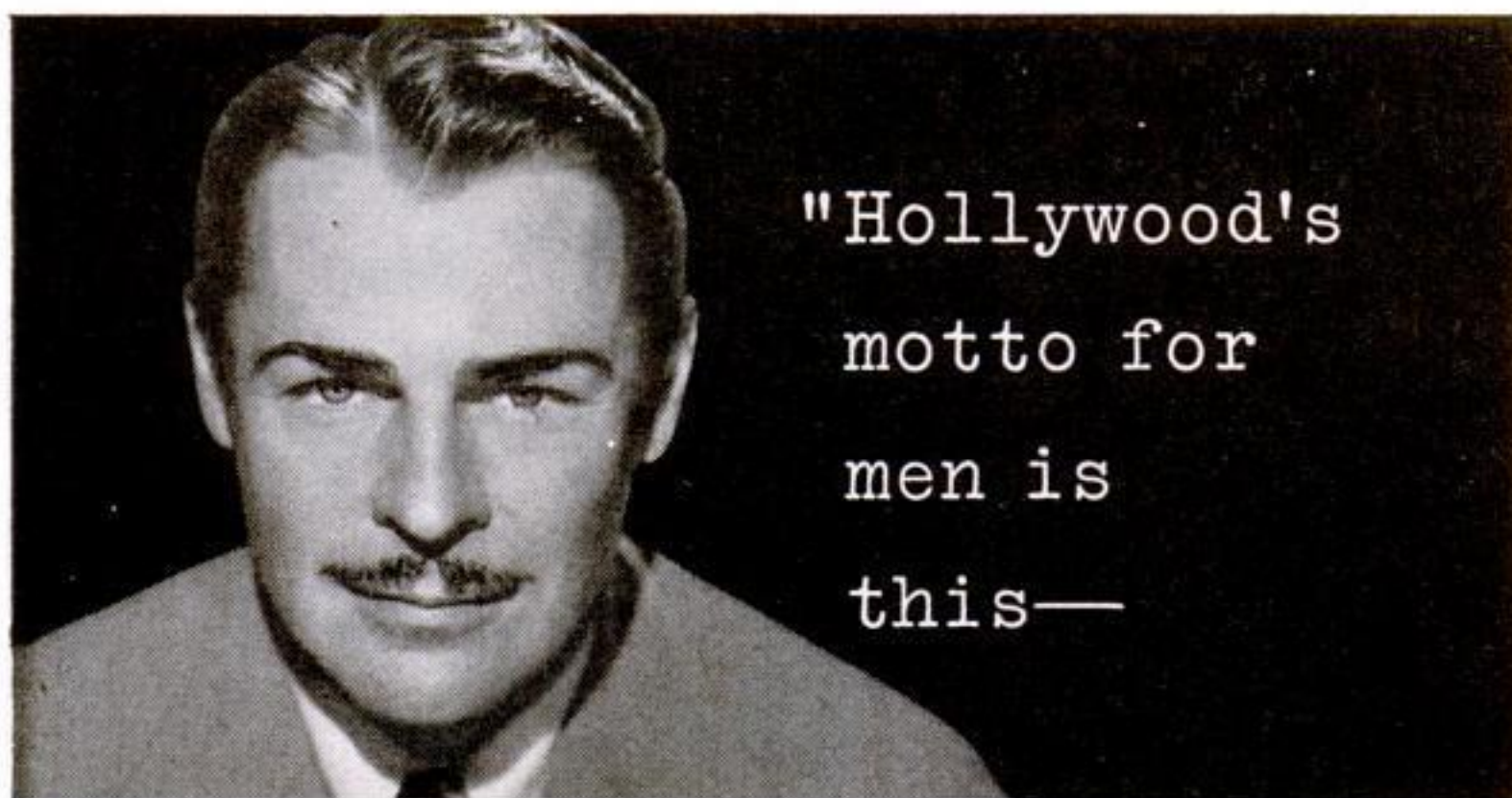
FREE HELP—get this interesting booklet on helpful wartime uses of cloth window shades. Ask your dealer or write Window Shade Institute, 60 E. 42nd St., New York, 17, N. Y.



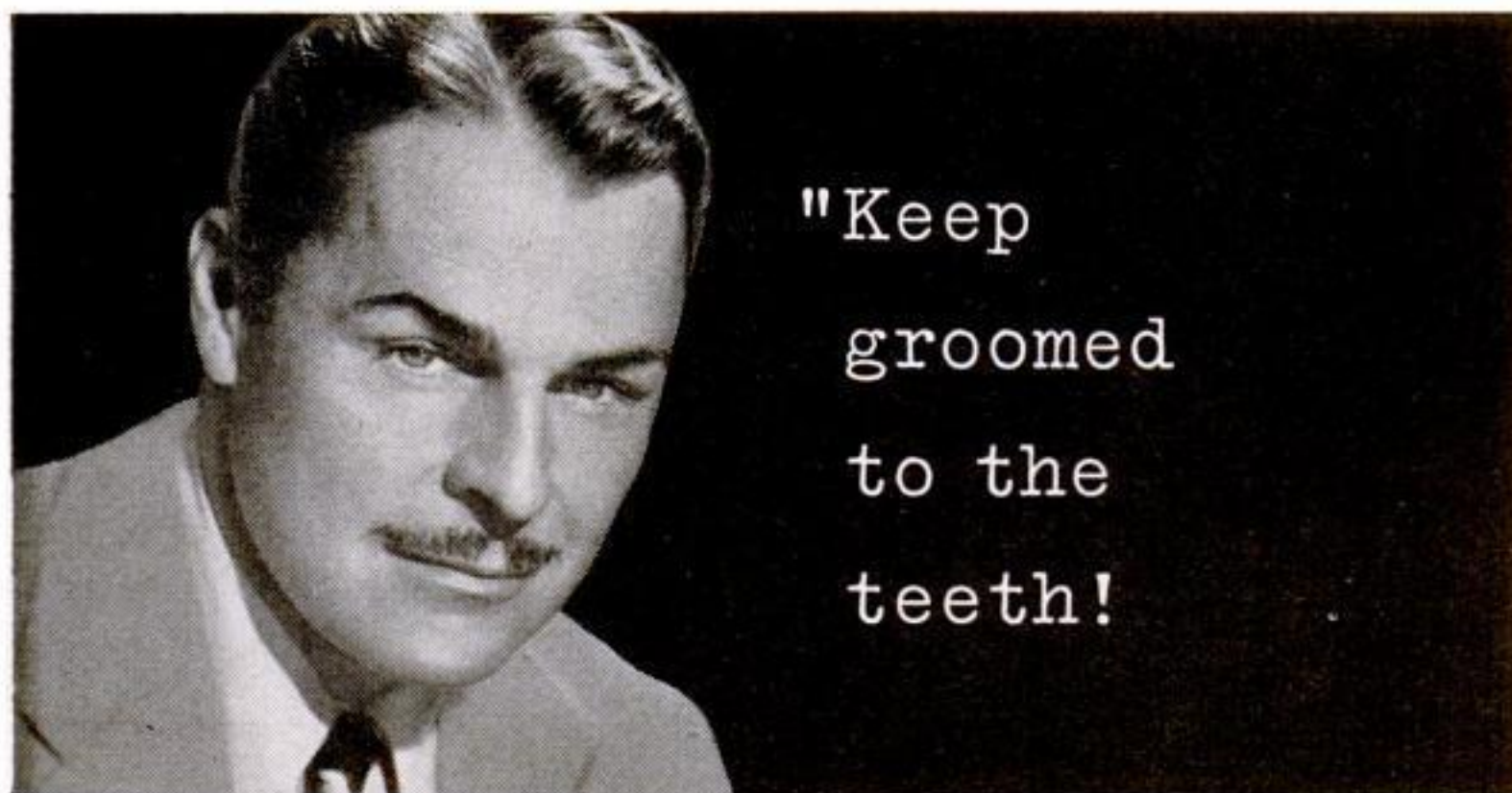
Sponsored by THE CHAS. W. BRENNEMAN CO.—THE COLUMBIA MILLS, INC.—STEWART HARTSHORN COMPANY—ILLINOIS SHADE CLOTH CORPORATION—INTERSTATE SHADE CLOTH COMPANY—LAPSLEY INTERSTATE SHADE CLOTH COMPANY—MCMASTER-REILLY SHADE CLOTH COMPANY—OSWEGO SHADE CLOTH COMPANY—WM. VOLKER & COMPANY—THE WESTERN SHADE CLOTH COMPANY

BRIAN DONLEVY speaking:

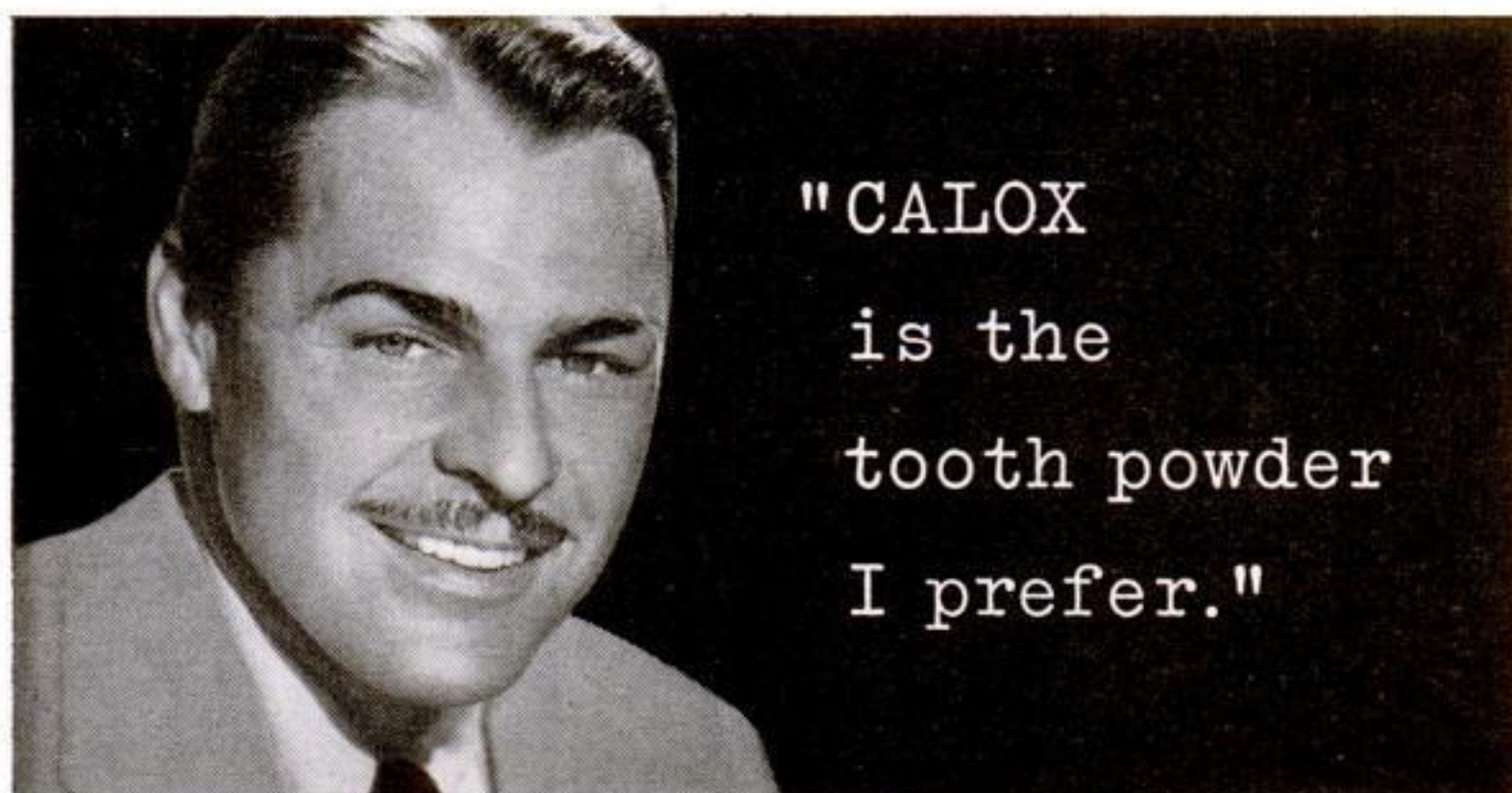
In "THE MIRACLE OF MORGAN'S CREEK" a Paramount Picture.



"Hollywood's motto for men is this—



"Keep groomed to the teeth!



"CALOX is the tooth powder I prefer."

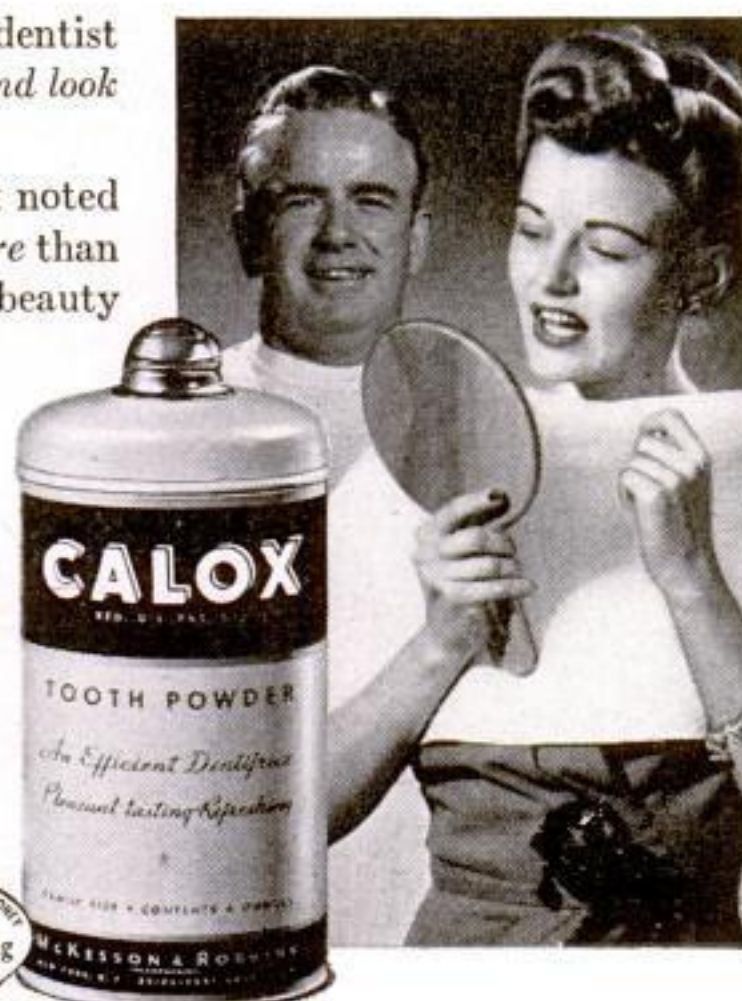
YOU'RE HUMAN...IF YOU DO THIS

You do it. Everyone does it. After your dentist cleans your teeth you reach for the mirror and look for a beautiful sparkle.

The observant dentist who created Calox noted this human tendency. That is why Calox more than meets high professional standards. Calox is a beauty dentifrice as well—and is so recognized by many movie stars who are noted for intelligence as well as looks.

Calox is a multiple-action powder. As soon as your brush touches the tooth surface, Calox acts to emulsify freshly deposited tartar, loosen mucin plaque, clean away surface stains.

Maybe you can have brighter, cleaner-looking teeth than you know. Try Calox. You'll discover a powder delightful for daily use. McKesson & Robbins, Inc., Bridgeport, Conn.



LIFE'S REPORTS

(continued)

Water and light were still unavailable, but telephone and telegraph were working, streets were fairly clear, most fires were out. Newspapers came out. In Stockholm I received Saturday's *Völkischer Beobachter* and the *Deutsche Allgemeine* early on Sunday morning, which was unusually fast. The *Beobachter's* headline was: "Morgenthau founds Jewish bank to plunder the world." Secondary headline: "112 Soviet tanks destroyed." The Berlin raids were mentioned in small dispatches from Finnish, Hungarian and Spanish newspapers, remarking how well Berliners reacted to the recent raids—what comradeship and discipline. On the third page of the four-page paper was a three-column question-and-answer piece titled *What everyone affected by the bombings must know*, containing instructions on where to go for billeting and rations; how to keep casualties down in future raids.

As a result of the raids about 500,000 Berliners were homeless, billeted somewhere or sleeping in stations and other public buildings or on the streets. It is admitted officially that about 100,000 have left the city without permission, some in violation of the order forbidding any war worker to leave. Yet all reports from every source agree that there has been no panic in Berlin. Almost all go out of their way to state that the population, particularly the women, have borne up with dignity and cooperated wherever possible in making the best of the situation. Some observers attribute this to apathy, some to icy resolution, but all agree it is a fact. People look grim—dirty and unshaven because of lack of water. But their spirit remains unbroken.

Berlin damage is still not as bad as Hamburg damage was in the July raids, and Hamburg is now on the way to being repaired. Cities do not stay bombed. Cologne was so thoroughly rebuilt after the big 1,000-plane raid last year that new gargoyles have been put on churches. Berlin is not destroyed; and it will take many more heavy raids to remove it as a center of war administration.

OUR TRADE MARK
WINDBREAKER
REG. U.S. PAT. OFF.

BUY WAR BONDS

ALSO BOYS & JUVENILES

895 UP

America's Most Famous Jacket
A MASTERPIECE OF CRAFTSMANSHIP
WHITMAN SHOWER-PROOF GABARDINE
FULL LINED WITH BRYBRO RAYON
OTHER STYLES, COLORS and LININGS
JOHN RISSMAN & SON
MANUFACTURERS • CHICAGO

The Gifts of the Year by Rumpp



MULTIPOCKET WALLET—Ample room for passes, identification cards. Slim and thin. Variety of leathers and colors for men and women.

ROLL-UP—All shaving and toilet accessories in oil silk compartments. Light and easily packed. Many styles and leathers. Also larger toilet cases for men and women in the Service.

When you buy gifts, look for the name Rumpp—the Sterling of leatherware. If you cannot find the Rumpp leathergift of your selection, remember Rumpp is busy with war work too.

Rumpp
GIFTS OF LEATHER

C. F. RUMPP & SONS, PHILA., PA. Since 1850

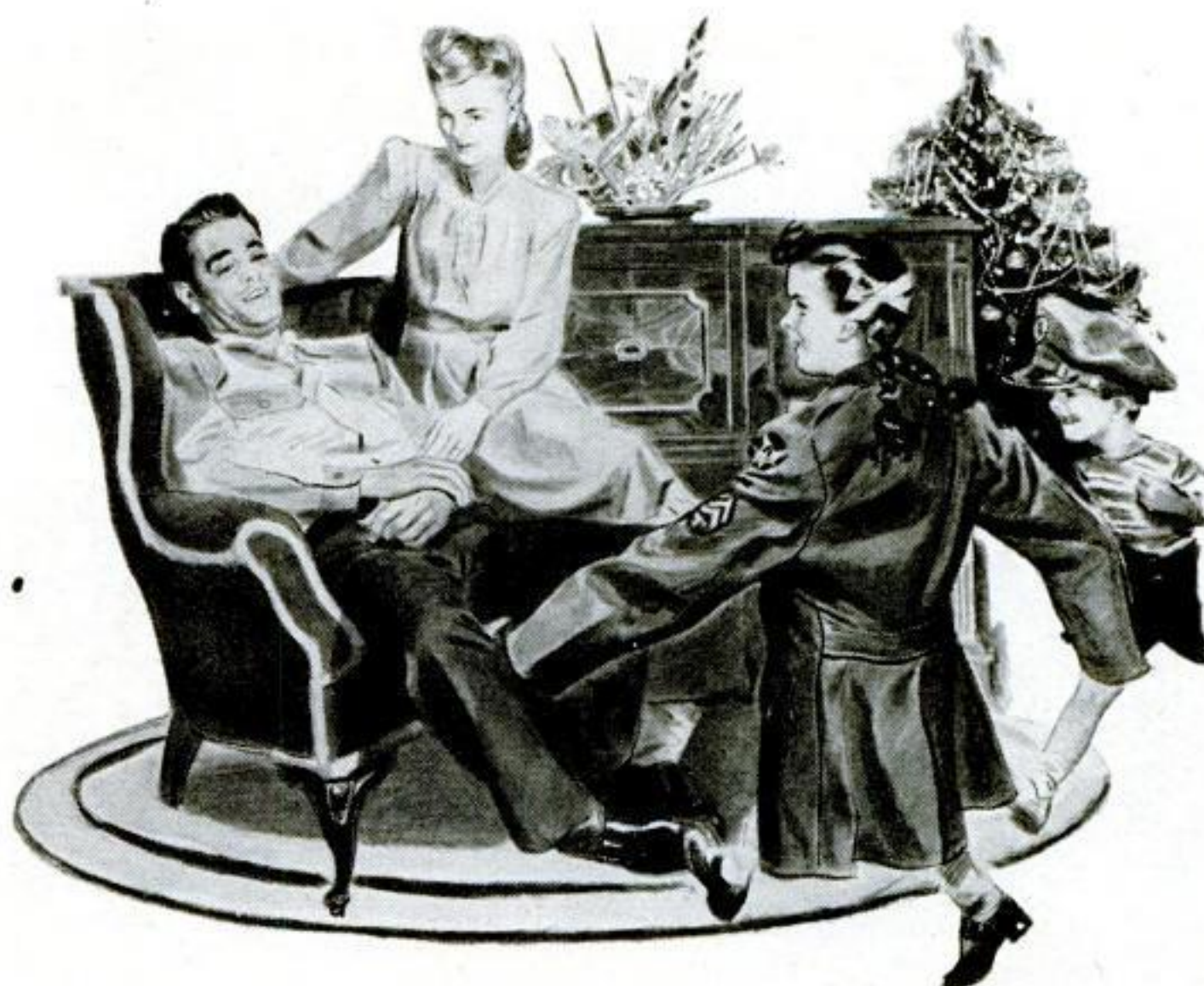


"Silent night, Holy night... All is calm..."

She was back three years ago and John was leading her into the room . . . and then she saw it, the radio with a big red ribbon around it. She hadn't said a word . . . just turned and kissed John . . . the kids had squealed with delight.

"The Caissons go rolling along"...

Last year, John came home from camp unexpectedly . . . it was a last minute leave and they'd had no warning. That was a wonderful Christmas . . . with the kids wearing John's uniform and marching to the music. If war were only marching and music . . .



"There's a long, long trail a-winding..."

In a few minutes, it will be Christmas again . . . Christmas without John. Tomorrow will be bad . . . there will be memories that hurt . . . but the children must have a real Christmas . . . the children. Tonight she'd sit and listen to music . . . and, in the soft sweet strains, she'd reach across the world and be with John . . . tonight.

IF THERE ARE families who are getting courage from their Stromberg-Carlsons this Christmas, we are deeply thankful.

Right now our job is to devote all our energy to making communications equipment to help speed the victory.

When we can again make a Stromberg-Carlson for you . . . we promise that the experience of half a century, the skill that pioneered in Frequency Modulation, and the things we have learned since Pearl Harbor will make it as fine a radio as you can buy.

In the meantime, let us all put every dollar we can in War Bonds . . . to speed the return of "Peace on earth, good will toward men."



IN RADIOS, TELEPHONES,
SOUND SYSTEMS...THERE IS
NOTHING FINER THAN A

STROMBERG-CARLSON

© 1943, STROMBERG-CARLSON COMPANY, ROCHESTER, NEW YORK

Merry Christmas

EVERY DAY IN THE YEAR



Miracles Can Happen! Visit your favorite store or gift counter and see these beautiful Hasko Trays. *Presto!*... Your problem of what to give HER vanishes into thin air. What woman can't use them? What woman won't be thrilled with trays as unusual—as distinctive as HASKO?

HASKO TRAYS take today's informal get-together buffets in their stride. They add dash and style without the burden of table setting, serving, and place linen.

But Hasko Tray magic doesn't stop here. There are Hasko Trays for every need... for sandwiches, cocktails, serving... even Trays for your coffee maker and toaster... all beautifully packaged in gift boxes. This year give the gift that makes everyday living easier, more gracious... HASKO TRAYS. *She'll* thank you every day of the year.



ANOTHER GIFTED IDEA HASKO "MYSTIC" TRAYS

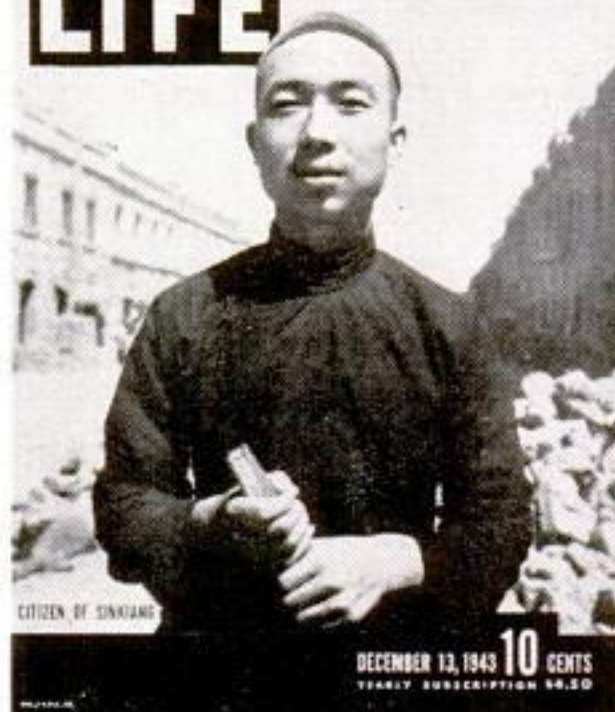
Is she all agog about the future? Then she'll love this combination serving tray and mystic game. *She* asks it questions. *It* spells out "magic" answers... Fun that fascinates family and guests... the game hit for Christmas, 1943.

HASKELITE MANUFACTURING CORP. Dept. 139, 135 South La Salle St., Chicago 3, Illinois

hasko

TRAYS AND ACCESSORIES

LIFE



LIFE'S COVER: The man on the cover is a Chinese Moslem or Tungan of the troublesome race that usually leads the anti-Chinese religious wars in China's farthestmost province of Sinkiang (see pp. 94-103). Actually these people are the descendants of Turkish-speaking Moslem peoples who switched to Chinese about 400 years ago. He is standing on the main street of Tihwa, the Sinkiang capital.

EDITOR
Henry R. Luce
MANAGING EDITOR
John Shaw Billings
EXECUTIVE EDITORS
Daniel Longwell, Wilson Hicks
ART EDITOR
Worthen Paxton
CHIEF EDITORIAL WRITER
Russell W. Davenport

SENIOR EDITORS: Noel F. Busch, Roger Butterfield, David Cort, Joseph Kastner, Joseph J. Thorndike, Jr.

ASSOCIATE EDITORS: Lincoln Barnett, Don Burke, Robert Coughlan, John Field, Richard Lauterbach, Gerard Piel, Maria Sermolino, Margit Varga, Richard Wilcox. **Assistant Associate Editors:** Dennis Flanagan, George Frazier, Caroline Iverson, Lisbeth de Morinni, John Purcell, Jean Speiser, Philip Wootton, Jr.

SENIOR RESEARCHERS: Bernice Shrifte (Chief), Ruth Adams, Margaret Bassett, Earl Brown, Tom Carille, Gertrude Epstein, Suzanne Hammond, Shirley Herzig, Elaine Brown Keiffer, Helen Morgan, Jeanne Perkins, Lillian Rixey, Katharine Scherman, Shelley Smith, Dorothy Sterling, Marion Stevens, A. B. C. Whipple.

RESEARCHERS: Marion Bradley, M. E. Crockett, Lee Eitington, Frances Levison, Adeline Mills, Helen Peirce, Mary Ann Stewart.

STAFF PHOTOGRAPHERS: Bart Sheridan and John Morris (assistant picture editors), Myron Davis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, Marie Hansen, Bernard Hoffman, Wallace Kirkland, Robert Landry, Thomas McAvoy, Hansel Mieth, Ralph Morse, Carl Mydans, John Phillips, Hart Preston, George Rodger, David Scherman, Frank Scherschel, William Shroot, George Silk, Peter Stackpole, George Strock, William Vandivert, Hans Wild.

PICTURE BUREAU: Dorothy Hoover (Chief), Mary Carr, Alice Crocker, O. A. Graubner, Natalie Kosek, Gertrude Leahy, Ruth Lester, Maude Milar, Margaret Sargent, Grace Young.

LAYOUTS: Charles Tudor, Michael Phillips.

NEWS BUREAUS: David W. Hulburd, Jr. (Chief), Helen Robinson (Assistant), Herbert Breen (Detroit), Bernard Clayton (Honolulu), Gene Cook and Robert Hagy (Chicago), Henry Hough (Denver), William S. Howland (Atlanta), Sidney L. James (Los Angeles), Will Lang (Algiers), Walter Graebner (London), Felix Belair Jr. and Ray Mackland (Washington), Holland McCombs (Rio de Janeiro), Paul O'Neill (Seattle), Robert deRoos (San Francisco).

PUBLISHER
Roy E. Larsen
GENERAL MANAGER
Andrew Heiskell
ADVERTISING DIRECTOR
Howard Black

Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago 16, Ill.

LIFE is published weekly by Time Inc.—Editorial and Advertising offices **TIME & LIFE Bldg.**, Rockefeller Center, New York 20, N. Y.—Maurice T. Moore, Chairman; Roy E. Larsen, President; Charles L. Stillman, Treasurer; David W. Brumbaugh, Secretary.

Subscription Rates: One year, \$4.50 in the U.S.A.; \$5.50 (Canadian dollars) in Canada including duty; \$6.00 in Pan American Union; elsewhere, \$10. Single copies in the U.S.A., 10c; Canada, 12c; U. S. Territories & Possessions, 15c; elsewhere, 25c.

Change of Address: Four weeks' notice required for change of address. When ordering a change please furnish an address stencil impression from a recent issue if you can. Address changes cannot be made without the old address as well as the new one.

ON THE JOB ON TIME! ... ON A BICYCLE



You may depend upon your bicycle to get you to war work on time, and at ease. If you do not need a bicycle for war service, buy War Bonds! Then you can have a new and finer Columbia after Victory is won! The Westfield Manufacturing Company, Westfield, Massachusetts.

Columbia

SINCE 1877
"AMERICA'S FIRST
BICYCLE"



SPECIAL TACTICS AGAINST WORMS

—SAYS "OLD SARGE"

We've learned the tactics for licking worms. Strike with heavy weapons before they attack in strength.

That means Sergeant's SURE SHOT Capsules (or Puppy Capsules for pup recruits and small dogs). They clean out worms in a hurry... use them when the first symptoms show. Follow with Sergeant's Vitamin Capsules (Vitapets) for top condition.

The new free Sergeant's Dog Book explains worm symptoms and other dog ills. Get it at a drug or pet store (or with this coupon).

FREE

Sergeant's, Dept. 52-L-2, Richmond 20, Va.
Please mail the NEW, 1943, 40-page,
illustrated Sergeant's Dog Book to:

Name _____
Address _____
City _____ State _____



Sergeant's DOG MEDICINES

BRUSHING THE TEETH—a daily habit learned early and followed through life. An important health protection. A vital aid to personal appearance. Isn't it wise then to ask your dentist's advice about the size and shape of toothbrush best suited for each member of your family? Follow his advice and remember—there's a Dr. West's Miracle-Tuft correctly designed to reach all surfaces of the teeth in anyone's mouth.



You need a toothbrush every day—YOU NEED THE BEST!



Each Miracle-Tuft has the exclusive "EXTON" brand bristling for more thorough tooth cleansing, longer life.

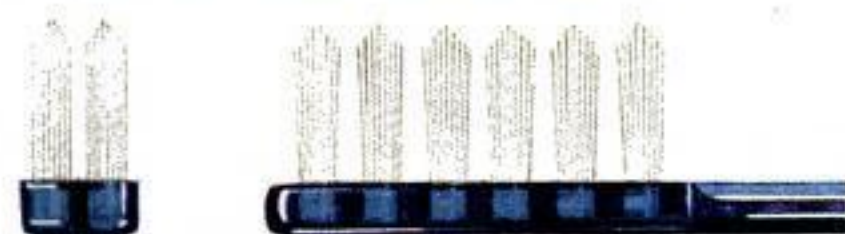


IN ADDITION TO THE FAMOUS REGULAR SHAPE DR. WEST'S NOW OFFERS

Two Great 2-Row Brushes



"PROFESSIONAL" A smaller brushhead in the famous Dr. West's double-convex design—a brush that is preferred by many.



"ORO" Designed at the request of leading dental specialists. The shape many dentists recommend for cleaning and massage.



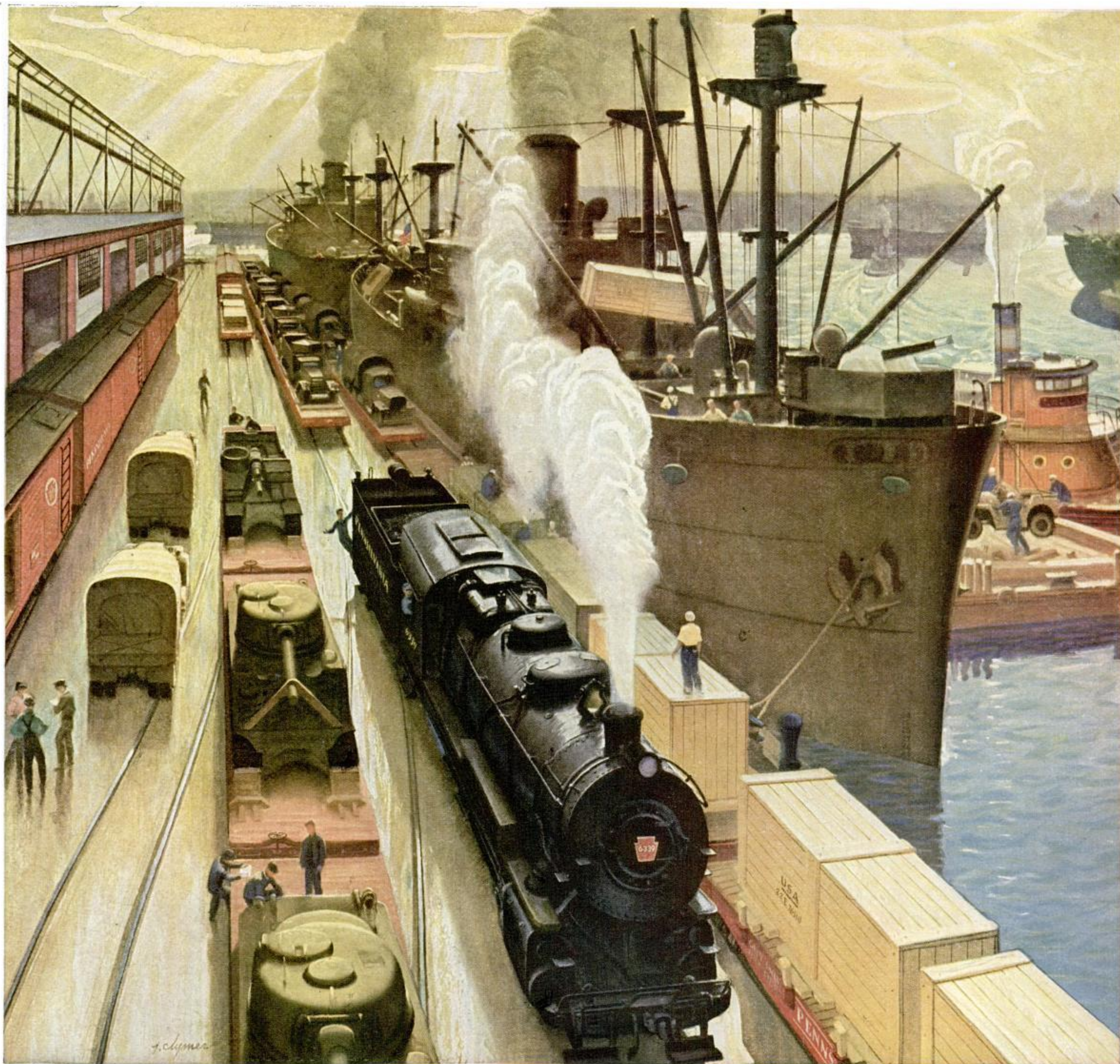
Copr. 1943 by Weeco Products Company

TEMPORARY WARTIME PACKAGE

Miracle-Tuft now also in cartons 50¢



No change in quality, only in package. Great numbers of our famous glass tubes have been enlisted to carry medicines and serums to our fighting men. That's why many Miracle-Tuft Toothbrushes are now packed in cartons.



KEEPING APPOINTMENTS WITH CONVOYS

In a day's combat, an infantry division fires about 300 tons of ammunition . . . 100 37 mm. anti-aircraft guns, 127½ tons . . . and the thousands of army vehicles "passing the ammunition" and other supplies each burn up an average of 10 gallons of gasoline . . .

All of these materials — the guns, the "gas", the

ammunition, the vehicles — *plus 700,000 other different military items*—must come by sea.

A gigantic supply task without parallel in the history of the nation, this job calls for the finest coordination of American railroads with ships.

The railroads must bring everything to ship sidings exactly as needed — and when needed. Any slip,

any delay, may hold up a convoy sailing.

So keeping appointments with convoys is one of the most important jobs railroads have these days.

If pushing a "convoy train" through ahead of your passenger train caused you to be a little late for an early-morning business appointment, the Pennsylvania Railroad feels sure you will gladly overlook it. The demands of war must have not only railroad equipment—but the right-of-way!

★ 37,028 in the Armed Forces
★ 71 have given their lives for their country

BUY UNITED STATES WAR BONDS AND STAMPS



PENNSYLVANIA RAILROAD

Serving the Nation



COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1943 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

The Fight for Tarawa	27
Editorial	36
Whisky Shortage from Coast to Coast	38
Rare White Cocker Spaniel is Born in California	40
Axis Newsreels Show Axis Strength	43

ARTICLES

Rationing and Price Control, by Chester Bowles	57
U. S. S. Borie's Last Battle, by John Hersey	104

PHOTOGRAPHIC ESSAY

Sinkiang	94
----------	----

SCIENCE

Harvard's Eateria	49
-------------------	----

WAR LIVING

Three Servicemen's Wives Triple Up	69
------------------------------------	----

DANCE

Alexis Smith Turns Dancer	76
---------------------------	----

WAR

Psychological Warfare	81
-----------------------	----

ANIMALS

Artificial Breeding	87
---------------------	----

MOVIES

"Madame Curie"	118
----------------	-----

OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: The Old Hell Is Still the Best	12
LIFE's Reports: The Bombing of Berlin, by John Scott	16
LIFE Goes to a London Beauty Contest	126
Pictures to the Editors	130

ALL MATERIAL, WHICH IN THE OPINION OF THE EDITORS INVOLVES MILITARY SECURITY, HAS BEEN SUBMITTED TO COMPETENT MILITARY OR NAVAL AUTHORITY FOR REVIEW AS TO SECURITY

The cover and entire contents of LIFE are fully protected by copyrights in the United States and in foreign countries and must not be reproduced in any manner without written permission.



LIFE'S PICTURES

When Photographer Frank Filan of The Associated Press went ashore with the first marines at Tarawa, he lost his cameras in the landing. Undeterred, he borrowed equipment made a great pictorial record of the 76-hour battle. In its lead story this week (pp. 27-35) LIFE prints some of his pictures, along with other eloquent pictures of the fight taken by Marine Corps combat photographers. A native of Brooklyn, Filan is 38 years old.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

COVER—WILLIAM VANDIVERT

4—EDWIN WAY TEALE	49, 50, 52—ALFRED EISENSTAEDT-PIX
12—Rt. col. from THE ILLUSTRATED MODERN LIBRARY	57—PAT COFFEY
13—Rt. col. from THE ILLUSTRATED MODERN LIBRARY	58—SAM SHERE
15—From THE ILLUSTRATED MODERN LIBRARY	60—MYRON H. DAVIS
25—A. P.	61—TONY BERARDI © 1943 CHICAGO HERALD-AMERICAN
27—OFFICIAL U. S. MARINE CORPS PHOTO —RALPH MORSE	64—MYRON H. DAVIS
28—OFFICIAL U. S. MARINE CORPS PHOTO —OFFICIAL U. S. MARINE CORPS PHOTO from A. P.	69, 70, 72, 74—RALPH MORSE
29—OFFICIAL U. S. MARINE CORPS PHOTO—OFFICIAL U. S. MARINE CORPS PHOTO from ACME	76, 77, 78—GJON MILI
30, 31, 32—A. P.	81—VICTOR DE PALMA
32, 33—A. P.—OFFICIAL U. S. MARINE CORPS PHOTO	82—OFFICE OF WAR INFORMATION
34—OFFICIAL U. S. MARINE CORPS PHOTO —A. P.	83—BRITISH OFFICIAL PHOTO
35—A. P.	84—OFFICE OF WAR INFORMATION
37—Map by FRANK STOCKMAN and ANTHONY J. SODARO	87, 88, 90—HERBERT GEHR
38—WEEGEE—THOMAS D. MCAVOY, EDITH ROSE	94 through 103—WILLIAM VANDIVERT
38—WALTER SANDERS EXC. RT. SAM SHERE	104—Chart by ANTHONY J. SODARO
40—HANSEL MIETH	105—MATT GREENE—OFFICIAL U. S. NAVY PHOTOS
43, 44, 46—OFFICE OF STRATEGIC SERVICES	106—MATT GREENE
	108—INT.
	111—INT.
	114—INT.
	116—VICTOR PETERSON-INDIANAPOLIS TIMES
	118 through 125—METRO-GOLDWYN-MAYER
	126, 127, 128, 129—DAVID E. SCHERMAN
	130—NEW ORLEANS ITEM-TRIBUNE—HANDY & BOESSER
	132—T. MAURO RUBINO

ABBREVIATIONS: COL., COLUMN; ©, COPYRIGHT; EXC., EXCEPT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; INT., INTERNATIONAL

Glorious To Give...

"Bond Street..."

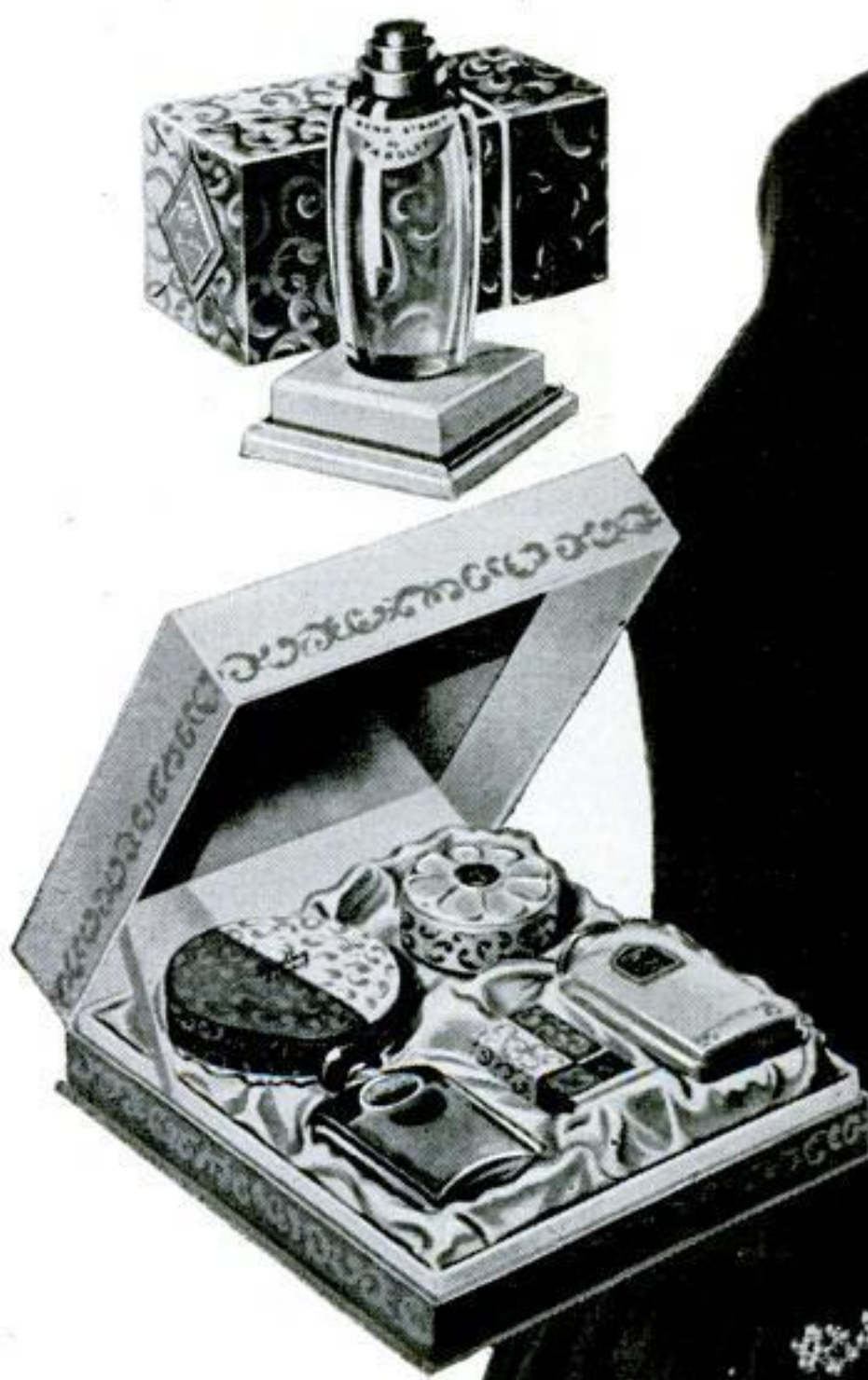
your ambassador of extra-best wishes
on Christmas day...
Its matchless fragrance,
so subtle and stirring,
bears a message
she'll remember you by!

Something to remember you by...
"Bond Street" Gifts by

YARDLEY

"Bond Street" Perfume, favorite
of charming women the world
over. \$2.50, \$4.50, \$8.50, \$13.50.

Grand Gesture... "Bond Street"
Perfume, Bath Dusting Powder,
Toilet Water, Talc,
"English Complexion" Powder, \$10.



Yardley products for America are created in England and finished in the U. S. A.
from the original English formulae, combining imported and domestic ingredients.

AN EXTRA MEASURE OF FLAVOR



Highlight of the Portland, Oregon, Rose Festival is the crowning of the queen, shown (center) dining with her attendants at the Oyster Loaf. Because food fit for a queen demands superb condiments, so Heinz Prepared Mustard, Tomato Ketchup, 57 Sauce are always within reach.



Pape's Bowling Arena in White Plains, N.Y., is one of the most modern bowling alleys in the East. In back of the alleys there's a lunch counter, with a convenient Heinz Electric Soup Kitchen serving those new Heinz Condensed Soups twenty-four hours a day!

Wiggins Tavern in Cincinnati, Ohio, is as thoroughly English as its name! Traditional English hunting scenes adorn the walls—traditional English dishes are featured on the menu. And of course Heinz Tomato Ketchup, Heinz 57 Sauce and Worcestershire Sauce grace the tables.



Thursday night buffet suppers attract guests to the Brown Tea Pot in Independence, Missouri. Here the emphasis is placed on home-cooked food served in homelike surroundings. So Heinz Condiments are prominently featured.



Located at a busy intersection in Philadelphia, Had-don House serves quick lunches to people from all walks of life. Delicious Heinz Condensed Soups—served steaming-hot from a Heinz Electric Soup Kitchen—are big favorites.

For the extra distinction and zest that make rationed meals taste like more, American homemakers add deft dashes of Heinz 57 Sauce, Worcestershire Sauce, Prepared Mustard and other condiments to their cooking.

And to round out meals with extra nourishment—more vegetables, meats and milk—Heinz Condensed Soups are widely relied upon. Cooked the same traditional small-batch way as were pre-war Heinz Soups, these new creations are exceptional for their flavor, economy and convenience. They definitely belong on your wartime menu!

Listen to
INFORMATION PLEASE
every Monday night
10:30 EWT
NBC Network

57



FROM BEACH AT TARAWA, MARINES WOUNDED IN FIRST ASSAULT ARE TOWED ON AN LCR OUT TO LARGER LANDING SHIP. STRETCHERS HAVE BEEN LAID ACROSS RUBBER BOAT

THE FIGHT FOR TARAWA

In the history of the Marine Corps the fight for Tarawa now ranks with Chapultepec, Vera Cruz, Château-Thierry and Guadalcanal. It is the toughest job the Marines have ever had to do. They did it only because they were willing to die. Of the 4,000-5,000 men who stormed the beach of this tiny Pacific island on the morning of Nov. 20, 1,026 were killed and 2,557 wounded. All this happened in 76 hours. At Guadalcanal in six months 954 men were killed and at Château-Thierry in a month there were 956 American Marine dead.

In the brief but bloody action at Tarawa the Marines finished their first two years of World War II. They had fought almost entirely in the Pacific. Starting with their gallant stand at Wake, they were in action on Makin, Guadalcanal, Rendova, Munda and Bougainville. That they did so well everywhere is a tribute not only to their fighting ability but to the organization of the Corps itself, whose Commandant, Lieut. General Thomas Holcomb (right), will retire for age on Jan. 1.

As a result of the Marines' courage the Gilbert Islands (166 square miles of coral and sand) are now in U. S. hands. The airfield on Betio island in the Tarawa group, which can be used by heavy bombers, is already in operation. Anchorages and piers for light naval ships are available on Makin, Abemama and other coral atolls. The Japs' Marshall Islands

some 150 miles to the northwest are threatened with imminent invasion.

But Tarawa is still 2,900 miles from Tokyo, and Japan still thinks that she has won the war. Secure behind her ring of island defenses, she says, "Come and get me." That is what the Allied armies, navies and air forces must do. But whatever route they



LIEUT. GEN. HOLCOMB, RETIRING MARINE COMMANDANT

choose, whether up from New Guinea and the Solomons, or through China, or down from the Aleutians, the price of progress will be high.

The capture of Tarawa, and the Gilberts is furthermore the opening of a new battleground in the Central Pacific. This is the theater of war in which the U. S. Navy has always planned to fight. But, badly battered at Pearl Harbor and deceived by its own underestimate of the Jap Navy, it has not been able to seize major Jap bases by amphibious operations or challenge the Jap Navy to a decisive, all-out action. Now, however, with its combat fleet doubled in the last year and with at least 40 new aircraft carriers, including 12 finished in the last month, it has apparently decided that the time has come.

Against this new strategy, as the Americans hit deeper and deeper across the Central Pacific—at the Marshalls, at Wake, at Truk and at the Marianas—the Japs will either bring out their fleet for a decisive battle, or more likely, hold it in reserve as a threat to U. S. supply lines. In any case orders will be given to each Jap garrison on the fortified islands to hold up the U. S. offensive as long as possible, until every available Jap is killed.

The pictures on these pages, which so eloquently show the bitterness and desolation of the fight for Tarawa, were taken by Marine Corps combat photographers and by Frank Filan of Associated Press.



Over the top of a coconut-log retaining wall goes a U. S. marine while his comrades, crouching low or firing, prepare to follow him. This picture, taken from water's edge, shows entire 20 feet of beach in which marines had to operate before they came to wall which surrounds all Betio.

Marines swarm over blockhouse while still exposed to Jap fire from other positions. Only way such a blockhouse could be destroyed was for Americans to fight their way on top of it, shoot down at its occupants. Battered coconut palms lie around, while an oil dump explodes over hill.





In the midst of the battle's fury marines fire from behind a sandbag entrenchment. The crouching marine has just thrown a hand grenade, while the marine at the far right is reloading a machine gun. Another marine, at the far left, is contacting headquarters with a field telephone.

A marine throws a hand grenade, while beyond him the smoke of battle eddies over the broken palm trees. The exhausted marine at right is drinking water. Although he looks relaxed, he is not safe, because hidden Jap snipers are behind and on the side of him as well as in front.





At least 14 dead Japs can be counted in this picture of a Tarawa blockhouse stormed and captured by American marines. Said Major General Holland McT. Smith, commanding general of the landing forces which took the Gilberts, "These blockhouses had concrete emplacements

that were five feet thick, and superimposed on them were palm trees 18 inches in diameter, and superimposed on them were angle irons or railroad steel rails and on top of these were 10 to 12 feet of sand and coral. Nothing but a direct hit from a naval gun or from a 2,000-pound bomb



would cave them in." Such Jap blockhouses, in spite of being frequently hit, held out all through the first day of the battle and halfway through the second, until the marines succeeded in getting heavy artillery and tanks ashore. Oblivious to Jap rifle fire, the tanks then rolled up to

the blockhouses and fired high-explosive charges point-blank into the narrow slit openings. In this picture marines are advancing gingerly over the dead Jap bodies, while sheets of metal that were used for Jap fortifications and shredded trunks of coconut palms lie scattered around.



Dead Japs and a shattered Jap pillbox are reminders of the fury of the fight. These armor-plated pillboxes, housing machine-gun emplacements, were much smaller than blockhouses but were perched right on the beach where they were camouflaged by sand embankments

and palm fronds. This one was apparently put out of action by a naval shell which dug the crater and blew in pillbox, killing occupants. Now two dead Japs lie sprawled in the water which probably seeped up through the sand, while the legs of a third can be seen inside pillbox.



His legs sticking out from the sand, where he was blown and buried by heavy naval gunfire, a dead Jap is found after the battle is over. At the right is a two-wheeled American ammunition cart and in the background are major supply reserves of powder, ammunition and rations.

Dead marine (left) and dead Jap lie side by side on the sandy soil, while other marines rest from fight. One reason casualties were heavy was that there was virtually no front line. Japs were everywhere. "How can we shoot the bastards if we can't see them?" asked Americans.



The Fight for Tarawa (continued)



A body is recovered from the water. Other marines are searching for other bodies. U. S. casualties in the sea were exceptionally heavy because a sudden wind lowered the water over the reefs, grounding the landing boats and forcing the marines to wade the last 800 yards to the beach.

The beach at Tarawa, after the marines came ashore, is a mass of tangled barbed wire through which the Americans hacked their way, battered observation posts and odd pieces of driftwood. In foreground are rolls of Jap wire apparently intended for a second wire barricade on beach.





MARINES MARCH OFF ONE OF THE VERY FEW JAP PRISONERS
TAKEN AT TARAWA. HE WAS STRIPPED TO PREVENT SUICIDE

PACIFIC PLANS

THE CAIRO AGREEMENT STRIPS JAPAN BUT FAILS TO OFFER FREEDOM TO THE PACIFIC PEOPLES

When Woodrow Wilson journeyed to Paris in 1918 he was the first U. S. president to leave this hemisphere while in office. The event was therefore revolutionary. But today, it is clear, a U. S. president must be prepared to do quite a bit of traveling. Last winter Mr. Roosevelt dropped in on Africa; and last week he turned up at Cairo, Egypt, and then in faraway Iran.

The actual results of Mr. Roosevelt's conferences, first with Chiang Kai-shek and Churchill, and then with Stalin and Churchill, will not be known for some time. But it is evident, from the mere fact that their leaders have been able to meet face to face, that the four major powers have reached substantial agreement along some important lines. And from the scant news that has been released it is at least a reasonable hope that the United Nations are politically on the march.

Perhaps the most satisfactory development last week was the emergence of the beginnings of a Pacific policy. Hitherto we have had the Four Freedoms, the Atlantic Charter, and the Casablanca "unconditional surrender" doctrine, all directed at Europe and only inferentially applicable to the Far East. But at the Cairo Conference the spotlight was at last turned on the Pacific, which has been living and fighting in political and military darkness for years.

The Cairo Conference

The map on the opposite page shows the Cairo Conference objective. To understand how epoch-making it is we must go back in imagination to 1853, when Commodore Perry sailed into beautiful Uruga Bay in the island of Honshu. Japan was then only a group of islands (rendered in black on the map) only 1,500 miles long; and although her ruler called himself an emperor, his domain was not an empire in any very precise sense of the word. It was inhabited by a homogeneous race of people, with a single ruling class and speaking the same language. Its people were illiterate, its industries were primitive, its politics were those of the Middle Ages. Japan has long had a dream of empire, but 90 years ago it was far from realization.

Having been awakened by the Western world the Japanese rapidly absorbed and imitated many Western ideas and techniques. But the idea that had the most influence on them was, perhaps, that of empire. During the 19th Century the major Western powers were engaged either in grabbing overseas territory and peoples, or in fighting to hold those they had already grabbed. Japan became an apt and willing pupil of this school. Sometimes secretly, sometimes openly, but always with a meticulous regard for Western diplomatic niceties, she proceeded to acquire far-flung outposts, naval bases, and big blocks of land for economic exploitation. She got Formosa and the Pescadores islands in 1895. She took over Korea in 1910. She occupied Manchuria (an area about as big as Peru) in 1931. Beginning in 1937, she

seized most of the coast of China. And in 1941, after striking a protective blow at Pearl Harbor, Japan swiftly added an area even bigger than that which she already possessed. By 1942 the Nipponese empire was the second greatest in the world, and probably the most strongly entrenched.

The announced purpose of the Cairo Conference is to strip Japan of all her empire (the huge area on the map included in the heavy black line). Manchuria will go to China. This is a great victory for the Chinese, since the agreement presumably has Russia's approval, but it may well involve turning over the Kuriles (the northern area marked ? on the map) to Russia. The Pescadores and Formosa are specifically scheduled to be returned to China. Korea will be given its independence "in due course." All other territories which Japan has stolen, and acquired "by violence or greed" will be taken away. And Japanese surrender must be unconditional.

Rarely in history has a nation been faced with such formidable enemies on such formidable terms. And if this kind of victory is enforced the result in Japan will be a cataclysm almost unparalleled. Japan will become a nation equivalent in size to the state of Montana. Her 148,000 square miles, poor in natural resources, will have to support one of the greatest population densities on earth (400 per square mile, as contrasted with 44 per square mile for the U. S.) Strategically she will be helpless, unable to support a navy of any considerable size or an adequate air force, and exposed to attack from the Asiatic mainland, especially via Korea, "the dagger pointed at Nippon's heart." Few nations, in short, will be poorer or more helpless.

BUT THE END IS NOT YET

But of course it is one thing to define a major objective, another to carry it out. The short stubby arrows on the map show where the surface of this monstrous empire has been dented. In two years since Pearl Harbor, with the best generalship, we have advanced toward Rabaul about 400 miles on our right flank and about 250 miles on our left; and farther north, in the Gilberts, we have just managed to nick the Japanese rim—at tremendous cost in human life. Moreover, on the mainland of Asia (shown in light gray on the map) it is 2,800 miles from the southern shore of Burma to the northern border of Manchuria; and although the Chinese have enormous manpower, the problem of equipping them for the conquest of such a vast territory defies mathematics and geography. Ocean and jungle, mountain and plain and river yet lie ahead of us. And no one can yet tell how many thousands of American lives our objective will cost.

These vast distances and sacrifices may well sober us; but equally sobering are certain shortcomings in the Cairo agreement itself. That agreement fails by a considerable margin to provide a Pacific Charter compar-

able even to the inadequate Atlantic Charter. On the map two areas are marked with crosses. The fate of the northern area could not be determined without Russia. But the conference also failed to announce any policy regarding the destiny of the big dotted area in the middle of the map, consisting for the most part in islands "mandated" to Japan by the Treaty of Versailles. This failure constitutes a serious weakness in the agreement.

Even more serious is the failure to define political aims. Japan has been waging intense political warfare to turn the Pacific peoples against us, yet the Cairo agreement does almost nothing to combat this. Korea is promised eventual independence, but nothing is said about the status of other peoples now within the compass of the Japanese Empire, and Britain does not even promise the return of Hong Kong to China. While it would of course be impracticable to offer immediate freedom to the Burmese, the Malaysians, the Javanese, etc., a program for progressive freedom and the gradual liquidation of foreign domination would do much to rally those peoples to our side and quicken the disintegration of Japan. In terms of human aspirations the Cairo agreement is thus something of a flop.

Global Diplomacy

Nevertheless, the cause of the United Nations was greatly advanced at Cairo. For one thing, the future role of China was made clear. Despite the British reluctance to give up Hong Kong, it is evident that China will no longer be the pawn of outsiders, as she has been in the past, but is about to emerge as one of the great powers of the earth. The threat of Japan will be removed; she will acquire air and naval bases; and in Manchuria she will get possession of valuable resources already very largely developed. Under these circumstances the economic growth of China may turn out to be one of the spectacular phenomena of our time.

Yet even more important than the emergence of China as a major power is what appears at this early date to be a new concept of international security. Hitherto, the Pacific Ocean has been divided into nationalistic spheres of influence, with the U. S. guarding its eastern waters, Japan guarding the west, and Britain and Australia dominating the southwest. While the Cairo agreement makes no specific pronouncement on this point, the inference to be drawn from it is that this kind of nationalistic security is obsolete, and that henceforth the Pacific will be secured by a concert of powers as a whole. The diplomacy and military patrolling of that enormous basin, one may hope, will no longer follow the lines of "power politics," but will take on the character of a global diplomacy, with all the interested powers sharing in common decisions. If some way can be found to bring in the little powers, such as the Philippines, a new Pacific Era may be opened up.



Shades of prohibition hovered over New York City on Nov. 23, when Federal agents raided three dozen taverns and bars

accused of selling bootleg liquor. In the west side bar shown here, more than 50 gallons of hooch were found, some of it in

bottles of well-known brands. Raiders are tearing the joint to pieces under forfeiture provisions of Internal Revenue Law.

WHISKY SHORTAGE

Nation drinks what it can as favorite spirit grows scarce

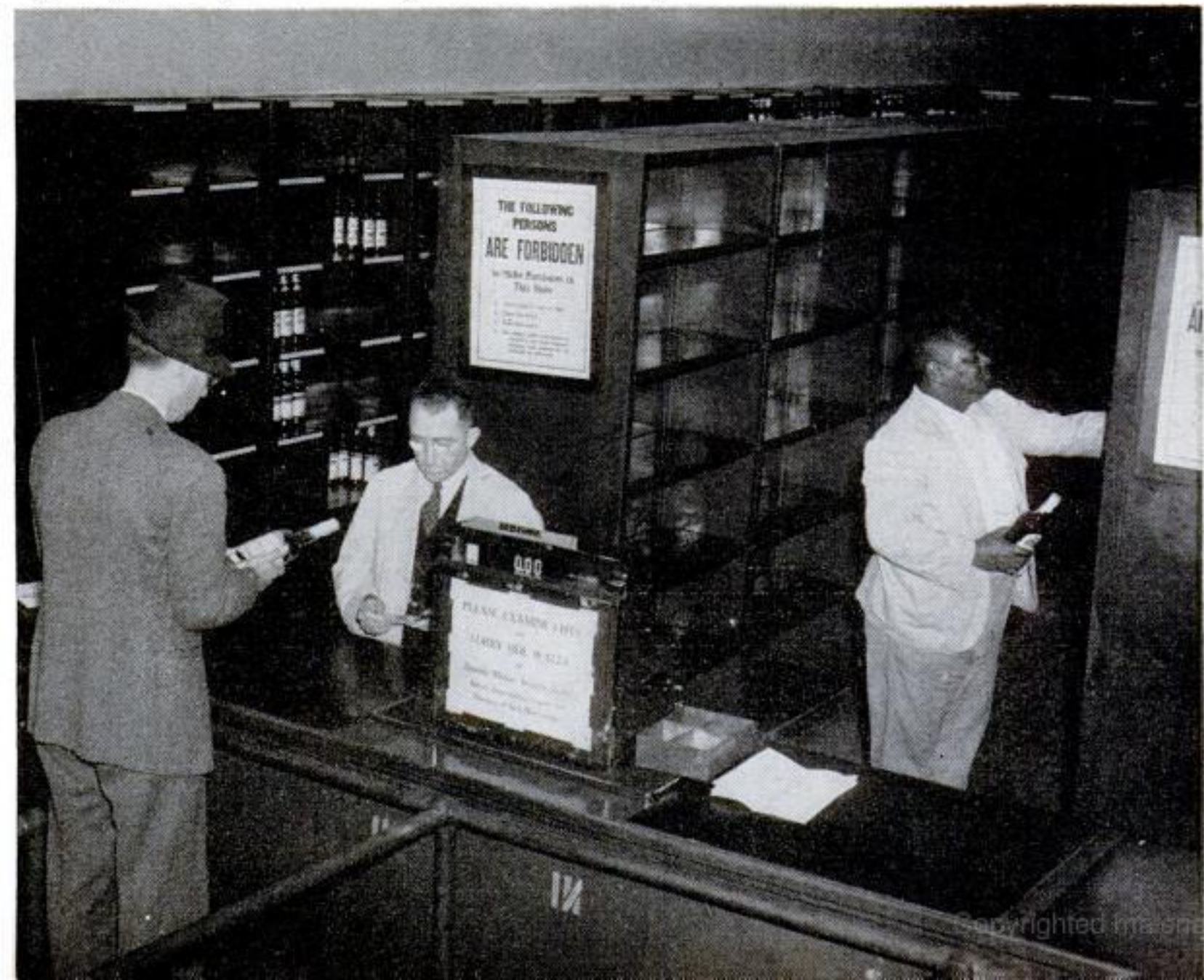
Throughout the U. S. last week, liquor-store proprietors gave customers the once-over. For a steady patron, one bottle of whisky might appear furtively from under the counter. Strangers walked out with rum, brandy or gin. In New York the FBI nabbed a gang of thugs in the act of hijacking more than 1,200 cases of whisky. In back rooms and loft buildings, Federal raiders dismantled illicit stills and poured bootleg liquor down drains. It was sort of like old times. A fortnight after the start of a Senate investigation

of the liquor situation, a bloc of the nation's distillers took big ads in major city newspapers from coast to coast to explain why whisky was hard to get. Now held in storage are about 303,000,000 gallons, of which 100,000,000 must be held for post war reserve. Should the remaining 203,000,000 be thrown on the market they would vanish, the distillers estimated, in less than a year—hence voluntary rationing. As Christmas approached, parched Americans began gulping rum, brandy, imported gin. Even these might dry up soon.

In Washington this liquor store disposes of all its available whisky each week in a hectic one-hour sale. Clerks handle long lines of customers on a first-come, first-served basis.



In Virginia, where liquor is rationed through Alcoholic Beverage Control Board stores, customers may buy one quart of spirits or a half gallon of table wine per month. In this ABC store stocks are low.





Demand for rum, now No. 1 substitute for whisky, has soared 300% over 1942. U. S. allows rum and brandy distillation since much of machinery involved cannot be converted easily to war purposes.



Christmas gift packages contain only one part whisky. Some retailers now require their customers to purchase three or four bottles of rum, brandy, gin or cordials in order to obtain one bottle of whisky.



Cuban gin is bottled in a New York works. Since gin does not require aging, small domestic stores went long ago. Now War Production Board is reportedly urging Cubans to make war alcohol instead.



Valued at \$1,000, this bottle of 160-year-old brandy was exhibited last week at a sale of rare liquors and wines in New York City. A collector's item, it may never be drunk.



THREE-WEEK-OLD PUP FITS EASILY INTO OWNER'S HAND

WHITE COCKER

"Brucie" grandson is rare color

Last month in Piedmont, Calif. a litter of seven pups was born to a cocker spaniel named Beauty. Three pups were their mother's color—buff. Three took after their father—black. The seventh pup was neither buff nor black. He was all white.

An all-white cocker spaniel is rare but the Piedmont pup, which was named My All White Brucie, has another distinction. He is grandson of the late great champion My Own Brucie, best of modern cocker spaniels, who died last June at the age of 8.

Although a white pup of dark cocker parents is very uncommon, all-white ones can be bred by selective mating of light yellow strains. Actually, My All White Brucie is a very, very light yellow cocker. White cockers usually have yellow tinged ears at birth; when older, their whole coat takes on that color. Like other white cockers, My All White Brucie will probably have a thicker skull and less good conformation than top show dogs. But, like all cockers, he will grow up to be a smart, engaging dog, eager to be loved and never ashamed to adopt any device of sense or sentimentality to get affection.



BEAUTY PATIENTLY NURSES SIX OF HER PUPS. WHITE ONE IS IN MIDDLE. OWNER IS MRS. ROY SANDS McCANN



MY ALL WHITE BRUCIE SITS FOR PORTRAIT. HIS FATHER IS A FLORIDA COCKER NAMED MY OWN BLACK JOE. HIS GRANDFATHER'S DESCENDANTS NOW INCLUDE 40 CHAMPIONS

HOLIDAY HINTS

TO LIGHTEN MOTHER'S CHRISTMAS SEASON

FOR A SHOPPING-DAY SUPPER . . .

No sooner said than done—build it round this good nourishing soup filled with the flavor of the world's finest tomatoes. Add milk instead of water for an extra-rich cream of tomato.

Campbell's TOMATO SOUP

FOR A FAMILY LUNCH

You'll welcome this tempting soup made of tender green peas and fine table butter. Every spoonful brims with sound eating—and with the delicious taste of young garden peas.

Campbell's GREEN PEA SOUP

FOR A HOLIDAY DINNER

Here is a clear, amber soup simmered from fine beef until every spoonful just brims with rich, hearty beef taste and nourishment. The perfect start to any meal, holiday or any day.

Campbell's CONSOMMÉ

ROUND OUT HOLIDAY MEALS WITH THESE GOOD, NOURISHING SOUPS

Now—with life a whirl of holiday shopping and all the work that goes into a wartime Christmas—you'll find these good soups more of a help than ever. Quick and easy to serve, they're made with all the fussy care you would give them in your own kitchen. The stocks are simmered from choice meats—the vegetables are tender and luscious. Recipes are the result of more than forty years of experience in soup-cookery.

Yes, Campbell's Soups are just the kind you would make for yourself, if Campbell's didn't make them for you. Mothers say they're mighty glad that Campbell's Soups are as handy as the nearest grocer. Ready, these busy holidays, to help make substantial and appetizing meals.

SALVAGE TIN TO WIN! It will mean more tin for canned foods and for war materials. Save every can you open. Remove label, then wash, fold in both ends and flatten. Turn over to your local Salvage Committee.



LOOK FOR THE
RED-AND-WHITE LABEL



"Glad you dropped in, Ted..."

DRY *Paul Jones* ...a gentleman's whiskey since 1865

PAUL JONES' *dryness*, like the dryness of fine champagnes, is a quality which brings out the full measure of Paul Jones' rich and delicate flavor. It is a quality you will appreciate, next time you try Dry Paul Jones.

Occasionally, your dealer may not have Paul Jones. If this happens, please be patient.

We are trying to apportion our prewar stocks of Paul Jones to assure you a continu-

ing supply until the war is won. Our distilleries are now in the production of alcohol for war uses.

(Our prices have not been increased—except for government taxes.)

A blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.

AXIS NEWSREELS

In U.S. Army report to war workers they show how strong the enemy is

Pictures taken from the enemy are shown on these pages. They have been composed for the Army by the OSS into a 45-minute movie to be exhibited in U. S. theaters and war factories beginning about Dec. 26. Their point is summarized by Under Secretary of War Patterson: "Japan is determined. Germany is powerful . . . we must be ready for the test." Though the movie may be seen by 80,000,000 people, it contains information

hitherto labeled "confidential." This report is the visual equivalent of a report made by the Army to two conferences of business and labor leaders this autumn. There the producing and fighting power and ingenuity of the enemy was fully set forth.

The first sequence (*below*) is a Nazi rendering of Mussolini's famous "rescue" by German paratroopers from the Campo Imperatore Hotel on a mountain peak in the Apennine Mts. near Assergi.



MUSSOLINI WAVES GRATEFULLY FROM THE STEPS OF THE "RESCUE PLANE" TO HITLER



"THE HANDCLASP OF FELLOWSHIP" IS EXCHANGED BY THE KIDNAPER AND KIDNAPEE



HITLER SUMMONS OTHER FRIENDS OF MUSSOLINI TO APPROACH AND WELCOME HIM



THE FIRST IN LINE IS MUSSOLINI'S OLDEST SON, VITTORIO, AN EARLIER ARRIVAL



MUSSOLINI BEAMS IDIOTICALLY FOR THE CAMERA WHILE HOST HITLER LOOKS CHILLED



HITLER WAVES FAREWELL AS THE BIG GERMAN TRANSPORT CARRIES OFF MUSSOLINI

☆

MOJUD... that's all you need know about stockings

The name Mojud on stockings tells a meaningful story of extra quality yarn... of skill in knitting... and of infinite care in testing, examining, finishing. That's why, to millions of women, Mojud means the utmost in long-lasting loveliness. *At better stores everywhere.*



★ BUY WAR BONDS!

TRADE MARK REG. ©1943, MOCK, JUDSON, VOEHRINGER CO., INC., N. Y. C.

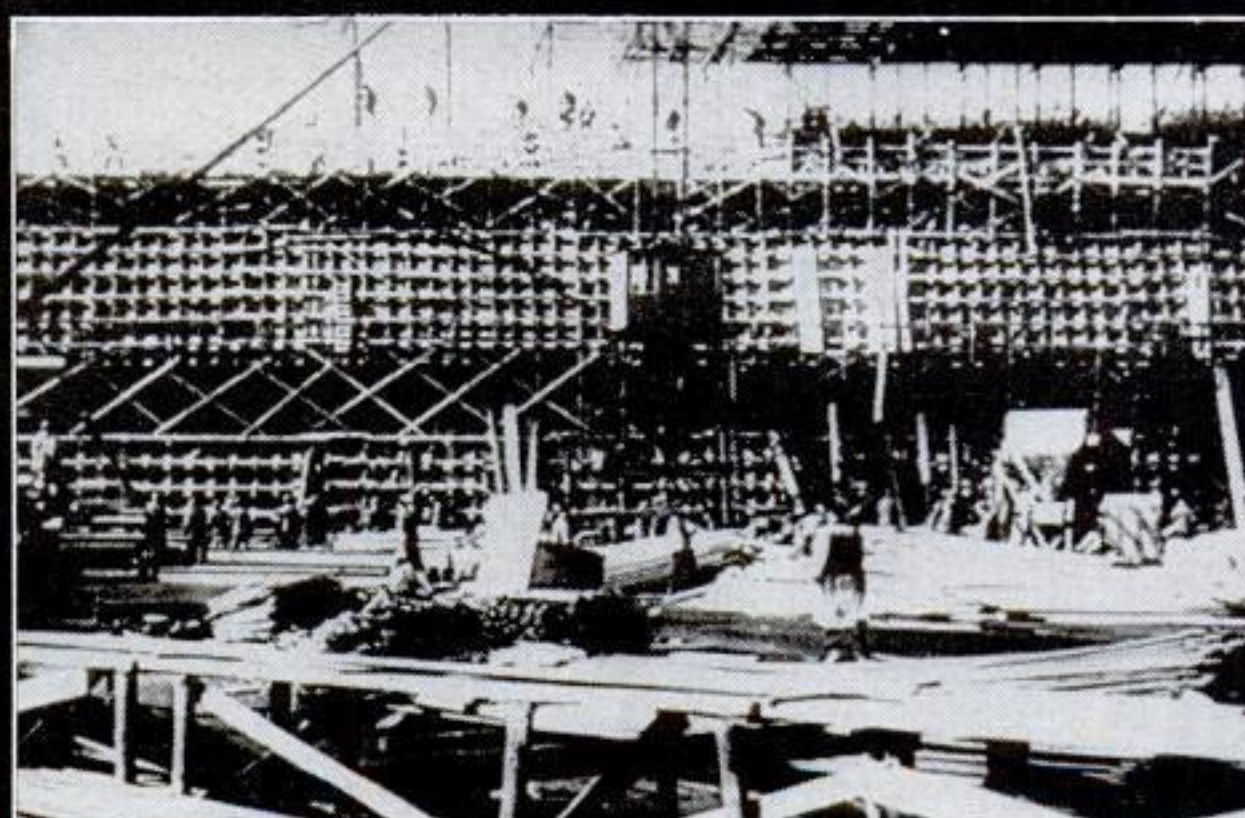
Axis Newsreels (continued)



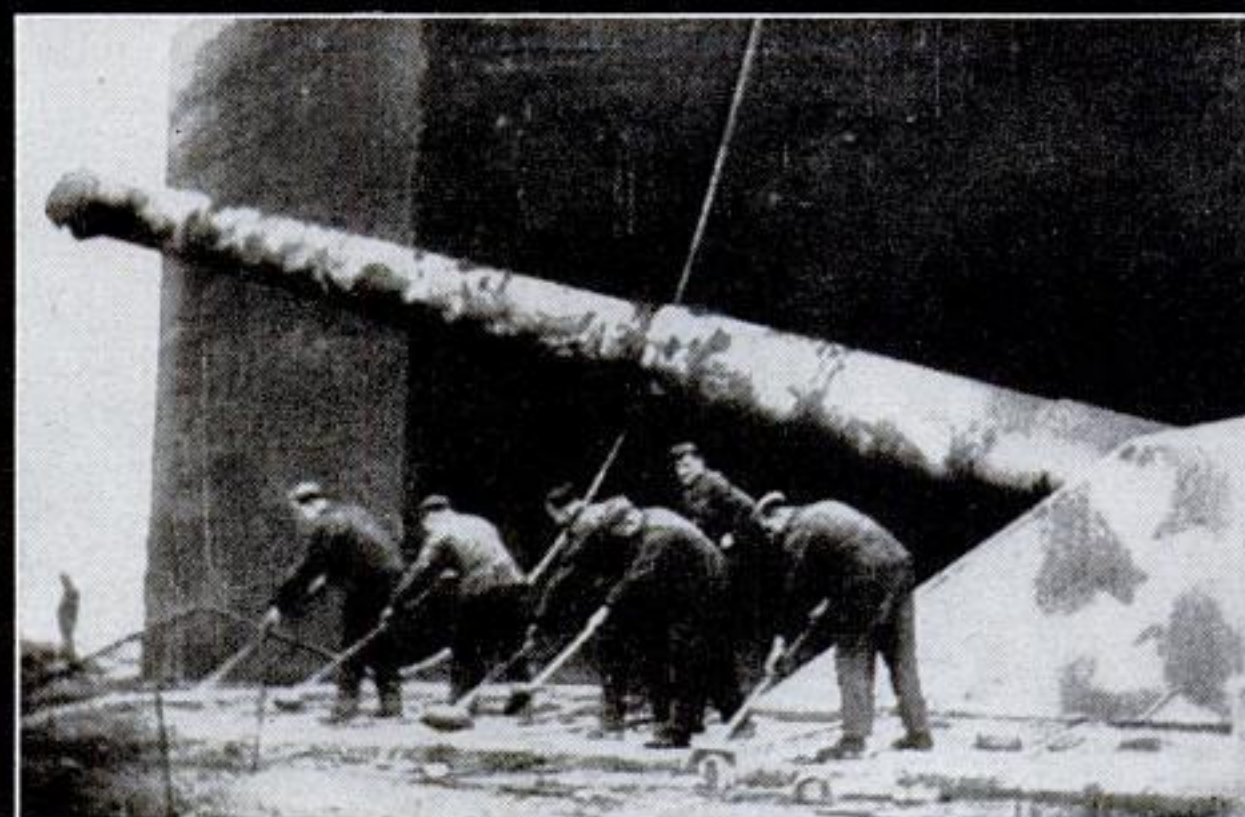
German war workers are exhorted by Nazi Labor Front Chief Robert Ley (foreground). Nazi production is still tremendous and the resources ample.



"Slave labor," Dutch, Bulgar, Flemish, Walloon, Spanish, Serb, as signs point out, has increased German labor corps by 50%. Many are willing.



Submarine pens for Germans' Atlantic coast have produced such massive works as this. They are pretty much impervious to heaviest bombings.



Coast defense guns are installed by conscript labor, here shown putting finishing touches on a great concrete gun emplacement along the coast.

CONTINUED ON PAGE 46

WHY LOSE BEAUTY

THAT 1 EXTRA MINUTE A WEEK CAN SAVE?

*Teel avoids these cavities
and it's the only leading
dentifrice that does!*

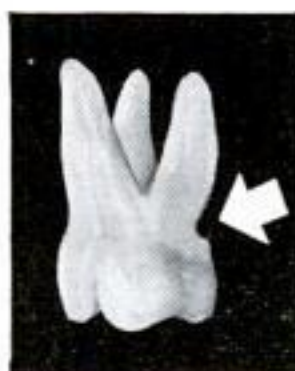


1 TROUBLE STARTS HERE, right at the gumline. That's where 8 in 10 adults may risk getting ugly cavities like the one pictured below . . . cavities that may need filling. TEEL protects you from this damage . . . gives protection *no other leading dentifrice can give!*



2 SEE TEEL'S DIFFERENCE! Hold TEEL up to the light. It's a sparkling-clear liquid . . . contains no abrasives . . . gets teeth bright safely and pleasantly. TEEL's cleaning action is different from all other leading dentifrices. And notice how clean it keeps your brush.

3



8 in 10 YOU MAY RUN THIS RISK!

See that cavity in the tooth at the left? It's NOT decay or erosion! That cavity was caused by daily scouring. Dental clinic studies have shown that *over half of all adults examined* had these cavities—and *more than 8 in 10 risked getting them*—cavities ground into the softer tooth structure exposed by receding gums.

BUT— extensive laboratory tests show this: **TEETH CLEANED WITH TEEL ARE PROTECTED FROM SUCH CAVITIES . . . BECAUSE TEEL CONTAINS NO SCOURING ABRASIVES. MOREOVER, TEEL IS THE ONLY LEADING DENTIFRICE THAT GIVES YOU THIS PROTECTION.**

4

WATCH YOUR TEETH RESPOND. TEEL gets them looking their prettiest . . . fast! Just brush them with TEEL daily. And for one extra minute each week brush with TEEL and plain baking soda. Then you *know* you're safe. Get TEEL—today—at any drug, department, or 5¢ and 10¢ store—and follow the simple directions on the package.



NEW SAFE TEEL WAY TAKES ONLY
***One Extra Minute
a Week!***

HERE'S ALL YOU DO

1. Brush your teeth every day—thoroughly with TEEL. A few drops on dry or moistened brush. Feel it clean!
2. Once a week brush teeth with plain baking soda on brush moistened with TEEL. Brush at least an extra minute.

THIS CLEANS—BRIGHTENS TEETH—SAFELY

Teel protects teeth—*Beautifully!*

There's beauty in every drop!

Want to make your shirts last longer?



**JUST FOLLOW THESE 8 TIPS
ON WARTIME CONSERVATION!**



1. When washed folded, collars get a brutal amount of scrubbing along their top edges. So turn collars up before laundering.



2. If sleeves are too long, cuffs get rubbed to death on desks, chair arms, etc. Take a tuck in extra-long sleeves.



3. Don't toss away shirts when the cuffs fray. Just clip off the frayed edges, turn under the new edge, and sew it up again.



4. It's downright cruel to overstarch or overbleach shirts. Use no starch on non-wilt collars; no bleaching on colored shirts.



5. If a shirt's extra-dirty, soak it overnight. Give shirts 3 hot rinses, and, when ironing, be sure the iron's not too hot.



6. Frayed collars shouldn't mean finis. If your wife's clever with needle and thread, ask her to turn the collar.



7. A shirt that shrinks is hopeless. So buy only "Sanforized"-labeled shirts, which won't shrink 1%. (Arrows are "Sanforized.")



8. It's bad to throw away a shirt without first clipping off the buttons for spares. And shirt fabrics make nice aprons, etc.

★
• THESE DAYS, it's patriotic to make everything last as long as you can. This saves materials and manpower, and gives you more money to put into War Bonds.

Cluett, Peabody & Co.,
Inc., Troy, N. Y.



ARROW SHIRTS TIES · UNDERWEAR
HANDKERCHIEFS

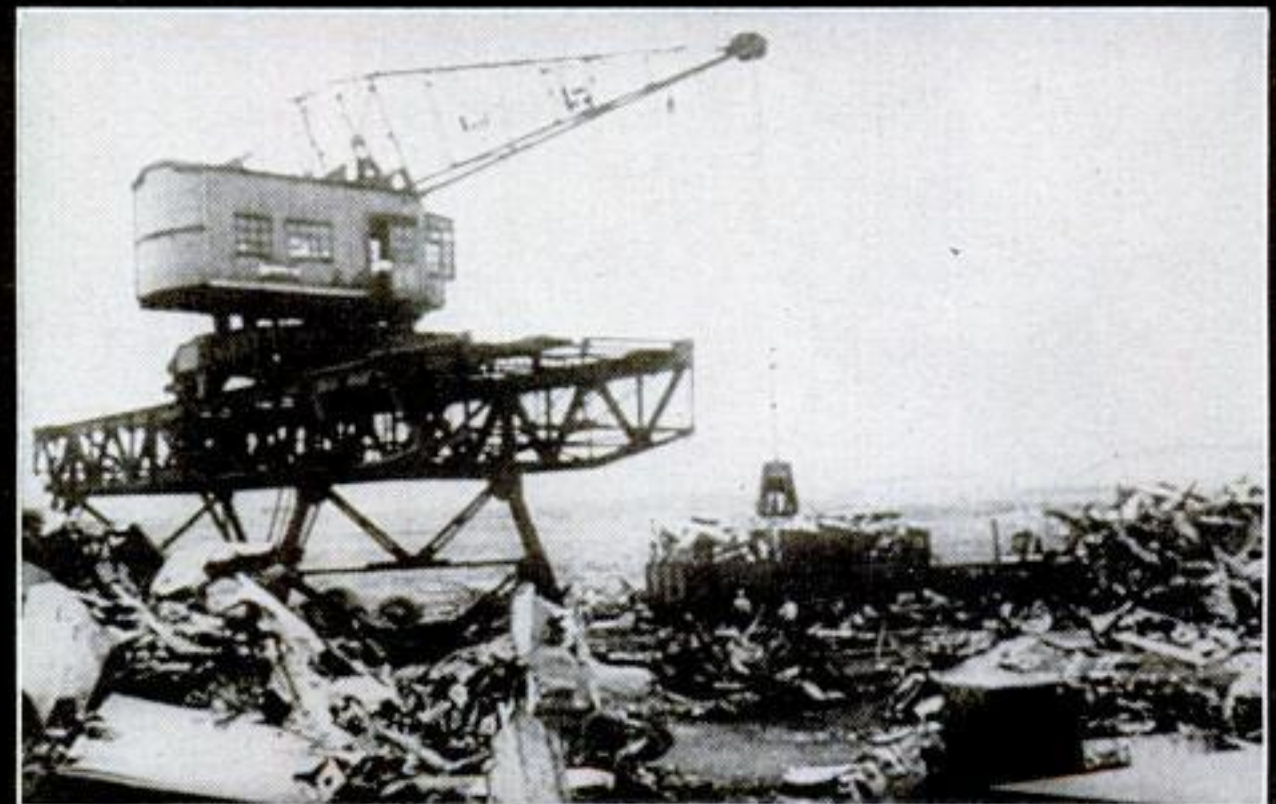
Axis Newsreels (continued)



American B-25 crashes in western Europe while the native in foreground watches tensely. B-25's do mainly short-range bombing of Low Countries.



Plane graveyard near Berlin shows dumped wreckage of British planes that bombed Berlin. Parts visible here seem those of four-engine bombers.



Traveling crane stands watch over plane graveyard to pick junked Allied planes out of trucks and deposit them on the growing pile near Berlin.



Massive wheels, large as a man, yield some rubber for the German war effort. These seem to have arrived over Berlin on big British bombers.



COPYRIGHT BY
INTERWOVEN
STOCKING
COMPANY
1943

You can't beat

Interwoven



REPLACEMENT OR A RETURN OF MONEY
Guaranteed by
Good Housekeeping
if defective or
NOT AS ADVERTISED THEREIN

* REG. U. S.
PAT. OFF.

BY THE LARGEST MANUFACTURER
OF MEN'S SOCKS IN THE WORLD

*Lady! The things you can do
with cheese these days!*



WHAT'S THAT? . . . Shortages of foods cramping your cooking style? Less meat to go around?

Lady, the answer is cheese—Borden's fine cheeses!

They'll put snap into your rationed meals!

Of course, cheese is rationed, too! Only by rationing can our government assure each of us a fair share of this important food. (The government lists cheese as a "Basic 7" food!)

Just see that *you* get your share of cheese! Brighten up those breakfast omelets with Borden's . . . Enjoy main-dish cheese soufflés and casseroles . . . Perk up vegetables with cheese sauces.

Make sandwiches with cheese! Serve it with salads! Treat the family to a Borden's Dessert Cheese at the end of the meal. They'll love it. You'll love it! *Try it tonight!*



What's new in sandwich fillings? . . . BORDEN'S WEJ-CUT CREAM CHEESES!

Not just one—but **FOUR** new cheese flavors to zing up your lunchbox! The smoothest of smooth cream cheeses! Rich in butterfat! You need no butter on the bread!

Take your pick—WEJ-CUT CREAM CHEESE plain, WEJ-CUT with CHIVES, WEJ-CUT with PIMENTO, WEJ-CUT with RELISH! *All gr-and!* All low in ration-point cost.

And look! WEJ-CUTS keeps for several weeks unopened in your ice box, because of their sealed wrappers.



**AND WE
DO MEAN**

BORDEN'S FINE CHEESES

WONDERFUL "BUYS" FOR YOUR POINTS AND PENNIES



What makes a hot dish a "hot number"? . . . BORDEN'S CHATEAU!



Ladies, gentlemen, lovers of soufflé—meet BORDEN'S CHATEAU, a great cheese food!

• CHATEAU is smooth! It's rich! It has the tantalizing flavor of ripe, aged Cheddar! Gives soufflés a tang and authority no young cheese can give!

Use it as you would any other cheese for soufflé—but note how much more evenly CHATEAU blends with the other ingredients, how much more quickly it melts! . . . Get a *better* soufflé with CHATEAU! (Available in Canada also.)

**A new adventure in eating . . .
BORDEN'S DESSERT CHEESES!**



Tonight, bring on BORDEN'S Military Brand CAMEMBERT at dessert time! Serve it with crackers and crisp slices of juicy apple.

The creamy goodness of CAMEMBERT is "out of this world"! Ah-h-h! the mellow ripeness! Ah-h-h! the lingering savor! Ah-h-h—try it *now!* Here's real EATING! . . . A *special* thrill if you munch a crunchy bite of apple between bites of Camembert!



**For "rationed entertaining" . . .
BORDEN'S COCKTAIL SPREADS!**

You can still afford to entertain—if you "snack" the gang with BORDEN'S COCKTAIL SPREADS! . . . The point cost is low! And a little of these tasty wonders goes such a long way! *Grand treat for holiday callers!*

You have all these exciting 6 varieties to choose from: SMOKEY, BLUE cheese, PIMENTO, OLIVE-PIMENTO, VERA-SHARP, RELISH! Spread like dreams on crackers or bread!

© Borden Co.



HOST BARBOUR (RIGHT) OVER COFFEE, SHOWS BOTANIST MERRILL (END OF TABLE) AND HARVARD TREASURER CLAFLIN (BESIDE BARBOUR) HIS LATEST DEEP SEA TREASURE

HARVARD'S EATERIA

Professor Barbour serves unusual luncheons to great scientists in the Agassiz Museum

To Professor Thomas Barbour his three-room study in Harvard's Agassiz Museum is a second home. Here he has accumulated scientific books, Audubon originals and biological specimens until it is a product of his life as Harvard's great, world-traveling naturalist. His new book, *Naturalist at Large* (Little, Brown & Co., \$3.50) appeared in September.

The smallest of Dr. Barbour's three rooms has become the most famous. Converted into what Professor Barbour calls an "Eateria," it is the scene of

almost daily luncheons served to world-renowned scientists. Here Dr. Barbour holds court, indulging himself as a good talker and an enthusiastic gastronome. Upon occasion Dr. Barbour himself does the cooking, drawing freely upon his biological knowledge to concoct such dishes as fried insect larvae, conch stew and manatee steaks.

In the study's front room, which he inherited from Alexander Agassiz, son of Museum's founder, Dr. Barbour directs Museum's affairs. Along one wall

he has added a stove, refrigerator and cabinet of exotic canned delicacies saved for important luncheons.

As a professor of zoology and Director of University Museum, he retires to an inner workroom. Here he is currently studying two stuffed Solenodons, primitive mammals from Cuba, and a large, previously unknown species of fish. However, Eateria luncheons usually end up with coffee in this room, giving Professor Barbour a chance to show off his latest specimens and discuss them with his guests (*above*).



Solenodon jawbone is examined by Professor Barbour in the workroom. He has done research in many branches of natural history, specializing in the study of reptiles and amphibians, but occasionally takes fliers into mammals, birds and fish. He carries a magnifying lens constantly.

Deep-sea fish of unknown species receives the combined attention of Professor Barbour, Professor Henry B. Bigelow and Mrs. Myvanny Dick, staff artist for the Agassiz Museum. Dr. Bigelow, who founded Woods Hole Oceanographic Institute, is the most frequent Eateria guest.



CONTINUED ON PAGE 52



**Sh-h! These lovely hands
are leading
a double life!**



Daytime, you're washing dishes—doing all the extra little home-front chores. But remember—Toushay, smoothed on *beforehand*, guards hands even in hot, soapy water! Toushay's made to a special formula. Helps *prevent* dryness and roughness instead of waiting till damage is done. Helps keep busy hands looking as soft and party-pretty as ever!



Spare time, you're needed for all sorts of essential "war jobs"—work that may be hard on soft, white hands. But always guard them the new *beforehand* way—with Toushay! Use this new-idea lotion *before* every soap and water task. Notice how lush and creamy it is—what mmm, heavenly fragrance it has.



Nighttime's your glamour time—and Toushay'll help you look your loveliest! Use this velvety "beforehand" lotion all the other ways you'd use a lotion, too—to soften chapped hands, rough elbows and knees—as a powder base, or for a soothing all-over body rub! Toushay's inexpensive—so rich a few drops go a long way. Ask for it at your druggist's—today.



PRODUCT OF
BRISTOL-MYERS

TOUSHAY

THE "BEFOREHAND" LOTION that guards hands even in hot, soapy water

Sunbeam COFFEEMASTER

IT'S AUTOMATIC



MAN, WHAT COFFEE!
HOW COME IT'S ALWAYS SO
DELICIOUS AT YOUR HOUSE, ED?

IT'S OUR SUNBEAM
COFFEEMASTER, BILL.
YOU CAN'T HELP BUT MAKE
PERFECT COFFEE EVERY
TIME. IT'S AUTOMATIC.



COFFEEMASTER coffee is *ALWAYS* perfect—because everything is automatic. Simply set it and forget it. No guesswork. You can't miss. Whether you make one cup or eight, the water is always at the correct high heat, and the brewing time is always uniform—secrets of delicious coffee-making.

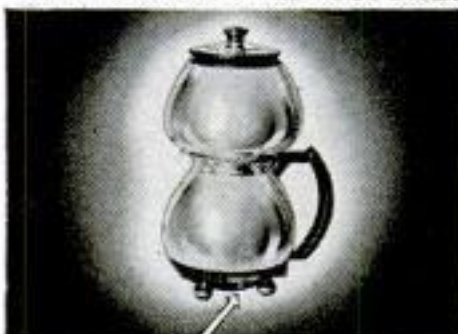
Never has a coffeemaker aroused so much lasting enthusiasm among those who own it as Sunbeam Coffeemaker. Since war-work replaced it at Sunbeam in 1941, we have heard from literally thousands of people who have seen it in friends' homes, admired its striking beauty, enjoyed its marvelous coffee, and *want one like it*.

The purpose of this advertisement is to tell all our friends that Coffeemaker will be back as soon as conditions permit. If you have one, give it good care. Change filter cloths regularly. If there isn't a dealer available, send us 25c and we'll mail you a package. (Specify model number of Coffeemaker.)

CHICAGO FLEXIBLE SHAFT CO., 5600 W. Roosevelt Rd., Dept. 53, Chicago 50
Canada Factory, 321 Weston Rd. So., Toronto
Over Half a Century Making Quality Products



A ALL YOU DO IS PUT IN
THE WATER AND COFFEE.



B SET IT! FORGET IT! Read
the paper, dress the children. In a
few minutes, click! . . . it shuts it-
self off when coffee is done. Re-sets
itself to keep coffee hot.



C LOVELIEST OF SERVERS
by simply removing the brew-top.

BY THE MAKERS OF *Sunbeam* MIXMASTER

Harvard's Eateria (continued)



Bull snake, caged in corner of the study, is brought out to entertain Eateria guests. Dr. Harlow Shapley, director of Harvard Observatory, grabs for the writhing tail.



Epicurean Barbour samples turtle soup before luncheon guests begin to arrive. The cans on stove hold rattlesnake meat, abalone from California and terrapin soup.



During lunch Professor Barbour and Dr. Shapley sit together, discuss biology and astronomy. Since 1930 Dr. Barbour has entertained 20,800 guests in his Eateria.

Fight Announcer NAVY STYLE



The fine RCA radio-phonograph shown below was one of the last produced before we went "all out" in war work. RCA production drive to "Beat the Promise" for Uncle Sam began fourteen months before Pearl Harbor.



**High above the flaming thunder of ship's guns,
RCA BATTLE ANNOUNCE SYSTEM gives every sailor
a blow-by-blow account of the action**



● It's a naval engagement in the South Pacific.

Below decks, in hundreds of anxious minds, there is but one thought: *how is the battle going?*

Then over the Battle Announce System come the cheering words from a lookout above: *"There goes an uppercut—right to the Japs' jaw. A direct hit! Another Jap cruiser is going down for the count!..."*

Throughout each U. S. ship men take heart as the "blow-by-blow" description of another Naval victory comes to them direct from the Fighting Tops!

This unique use of RCA Battle Announce System is but one of the many important war jobs it is doing wherever our fighting ships sail. Hundreds of men and numerous ships

function as a *team*—held together by the miracle of RCA Radio and Sound Equipment.

RCA wartime dependability will be reflected, after Victory, in the finest radios, phonographs and television sets in our history.

TUNE IN RCA's great new show, "WHAT'S NEW?" Full hour every Saturday night, 7 to 8, EWT, Blue Network. Thrilling—don't miss it!

Uncle Sam says—
"STAY ON YOUR JOB!"

Desperate men depending for their lives on radio equipment know how important it is to "stay on the job." Uncle Sam needs *your* time in war work. Every minute counts!

ASK ABOUT...



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.



Greatest



MILLIONS OF YEARS AGO, *mankind was endowed with a unique power—the ability to think, to reason. The brain of man has awarded him mastery of the entire Earth and all its creatures; mastery over the sea and air, fire and lightning. All other natural forces yield to man's power to reason.*

From the beginning of time, dextrose sugar has been the natural "fuel" of the brain and body.

FOR VICTORY
Buy U. S. War
Bonds and Stamps

Force on Earth . . .

IN the beginning, the brain of man was created to serve his body. But, through the centuries, man's brain has grown in power until this amazingly complex organ now controls the body.

As the master tissue of the body, the brain sets the pace for the growth, function, and behavior of all other tissues. Mental power entails perception, memory, concentration, analysis, judgment and reason. Out of brain work has come art, science, law, religion, all wisdom,—civilization.

What powers the brain?

MENTAL energy electrically inspires all the cells of the body to action. The chief source of mental energy is the simple sugar called *dextrose*, derived from the blood surging through the brain. *No other nutrient can replace dextrose for brain function.* Indeed, *thought itself is impossible without available dextrose at every moment of life.*

Human energy created by dextrose

ALL through life both mind and muscle function on this remarkable fuel sugar, yet few of us are conscious of consuming it. Actually, all carbohydrate foods must be changed by the digestive juices into dextrose before our bodies can use them for energy.



Nature abounds in dextrose

SINCE time began, dextrose has been the *one* sugar the body uses *directly* for energy.

In recent years, however, science has learned to derive pure dextrose, present everywhere in Nature, from many fruits and vegetables. In fact, the commercial production of dextrose from golden American corn is one of the greatest chemurgic achievements of this century.

Where do you buy dextrose?

MANY important food manufacturers use this valuable sugar to fortify their products, wherein dextrose generally improves flavor and texture, and always enhances food-energy value.

When you buy such popular foods as cereals, canned fruits and fruit juices, ice cream, candies, soft drinks, cakes and crackers, prepared desserts, table syrups, and many others, look for mention of dextrose on their labels. It is your assurance of genuine food energy at no extra cost.

Whenever you think of energy, think of dextrose sugar, for dextrose is food energy in its purest form.

CORN PRODUCTS REFINING COMPANY
One of the producers of dextrose sugar

* all through life
dextrose
is the
SUGAR your body uses directly for **ENERGY**



***DEFINITION**

dextrose is a scientific name. It is *not* a trade mark. It describes a vital sugar—just as the names *lactose*, *maltose*, *sucrose*, etc. define other types of sugar.



FOOD FOR BABIES

Life begins on dextrose sugar. Physicians prescribe it for infant feeding. It is promptly absorbed without need of digestion.



ALL-AMERICAN

The chief source of dextrose is American corn, grown by American farmers. Dextrose is refined in American factories and distributed by American companies.

Help him and you help your country



Our country is calling for "Woman Power" to take over essential home front services, releasing men to fight. If you have not yet found your job, stop in and talk to a grocer in your community.

Chances are, he badly needs your help

More than likely you know from your personal experience that grocers are very short of help.

The war is drawing off the men. Unless more and more *women* take over, our food dealers will be increasingly handicapped in the performance of their important service to the nation.

For it is an important service... make no mistake about that. Life couldn't go on the American way without our friendly food stores.

So, if you are able to answer your country's call for "Woman Power", consider helping out in one of your community's food stores.

In lending your grocer a hand you'll be aiding

one of the home front's most hard-pressed soldiers. You'll be making life a little easier for all the over-worked folks who shop in that store.

And you'll be showing yourself a true daughter of America... a woman of enterprise and fine spirit, glad to give help where it is needed, proud to do a job that enables one more man to fight.

• • •

In cooperation with our Government's campaign for Woman Power and to aid our friends, the grocers of America, this advertisement is published by LIBBY, McNEILL & LIBBY.



A "WAR JOB" NEEDN'T MEAN WORK LIKE THIS—building planes, making munitions. Our government is also urging women to take jobs in essential *civilian* services such as transportation, communications and those *retail* stores declared "locally needed" by the War Manpower Commission.



THIS, TOO, IS VERY MUCH A "WAR JOB". Yes, as near to you as the grocery store in your community. And, if you wish you can probably make it a part-time job, working just on the busiest days or during the busiest hours. See your community grocer and offer your help. He'll certainly appreciate it!

Libby's 100 FAMOUS FOODS



Many grocers who need help are showing this sign in their store windows.



RATIONING BOARD OF BOULDER, Colo. discusses means of carrying out regulations of the Office of

Price Administration. There are 5,500 such local boards made up of prominent citizens who donate their spare

time. Boulder's board consists of a retired businessman, an architect, a civil engineer and a former Navy officer.

RATIONING & PRICE CONTROL

Top administrator discusses top U. S. problem

by CHESTER BOWLES

Since the war began, the OPA has stepped on as many toes, important and otherwise, as any one agency of the Federal Government. And yet somehow, through all the smoke and fury, the OPA has managed to survive.

Why? Chiefly because the American people are beginning to realize that the OPA, in spite of its past errors, is their strongest single bulwark against a runaway cost of living, and they know that a runaway cost of living means inflation with a capital "I."

Some pressure groups will continue to complain and there will be inevitable irritations and mistakes. But today I know very few citizens who would vote to replace our present rationing system, in spite of its admitted defects, with the catch-as-catch-can distributing system of World War I, when Mrs. Average Citizen stood in line at her grocer's for sugar at 32¢ a pound—and often failed to get it.

So now that the OPA seems likely to stay with us for the duration, let's examine its failures; let's evaluate its accomplishments; let's see how it can be further improved and strengthened for the huge responsibilities which it is called upon to meet.

On Dec. 7, 1941, when the American people first heard the news of Pearl Harbor over their radios, the question of war or a fretful peace vanished into thin air. A public which only a few hours before had been divided over the question of "intervention" found itself quickly united in its demand for complete victory both in Asia and in Europe.

But we accepted the fact of all-out war without fully realizing what all-out war actually meant, what it would cost us personally. Although we were profoundly shocked at the disaster of Pearl Harbor and the defeats which followed in the Far East, most of us felt that

somehow the war could be won without too great dislocation of our personal lives and of our national economy.

We had been educated over a period of years to the belief that our productive power was beyond limit. We were confident that we could produce all the materials and foodstuffs needed for the all-out prosecution of the war, and still not deny ourselves the products which our rapidly developing purchasing power had placed within our means.

On Dec. 7, 1941 the thought of a serious food shortage or a gasoline shortage or a clothing shortage, or even a shortage of sugar and tires, or nationwide control of rents and retail prices, would have seemed incredible to almost every citizen.

Since April 1941 a Federal agency, known first as the Office of Price Administration and Civilian Supply and then later as the Office of

CONTINUED ON NEXT PAGE

WHAT TO DO FOR COLDS

In addition to temporary relief measures, start at once to carry out these 5 BASIC STEPS advised by physicians to help your system *throw off the infection*. Lemons help with all 5.

5 BASIC STEPS advised by physicians	LEMONS HELP WITH ALL 5
1. Get plenty of rest; overcome fatigue; build resistance.	Fresh lemon juice is one of the richest known sources of vitamin C, which <i>combats fatigue</i> . It is also a primary <i>anti-infection</i> vitamin.
2. Keep elimination regular.	Lemon and soda (lemon juice with water and baking soda) is mildly laxative for most people. Gives gentle, natural aid.
3. Alkalinize your system.	Lemon and soda forms sodium citrate, excellent to offset acid condition which often accompanies a cold.
4. Eat lightly. Take plenty of liquids, especially citrus juices.	Lemon drinks are favorites.
5. Keep warm; avoid further chill.	Hot lemonade is almost universally prescribed.
If cold does not respond, see your doctor.	

HOW TO USE LEMONS FOR COLDS

Make Lemon and Soda

First day, drink a glass of lemon and soda every 2 to 3 hours. If away from home, have nearest fountain mix one for you.

To induce perspiration... take a hot lemonade when you go to bed.

Then—continue with lemon and soda 3 to 4 times a day while cold lasts.

Lemon and Soda forms natural sodium citrate, plus vitamins. Gives all benefits of fresh lemon juice plus increased alkalinizing and laxative effects. Consumed at once, soda does not appreciably reduce vitamin content.

To avoid colds build your resistance! Lemons provide anti-infection vitamin C; they alkalinize; they aid elimination—3 factors that help you keep up to par. Join the millions who now drink lemon and water daily for health. Juice of 1 lemon, in glass of plain water, *first thing on arising*.



To make Lemon & Soda
pour juice of 1 lemon in a half glass of water. Add—slowly—half teaspoon baking soda (bicarbonate). Drink as foaming quiets.

WHEN YOU TAKE COLD
TAKE LEMONS



California
**Sunkist
Lemons**

BUY MORE WAR BONDS AND STAMPS

RATIONING & PRICE CONTROL (continued)

Price Administration, had been working under the direction of Leon Henderson to control the prices of raw materials, already in overpowering demand under the stress of rearmament and Lend-Lease. When war broke out in December, the OPA was introduced to a consuming public which did not foresee the irritations that are an inevitable part of any emergency wartime controls.

Tire rationing came in early January 1942. In rapid succession followed sugar rationing, gasoline rationing, rent control and, in May, the first efforts at retail price control.

In the winter and spring of 1942 the OPA was faced with problems utterly new to our American economy. To handle these problems it was forced, almost overnight and without warning, to hire thousands of people and to train them in jobs which were sometimes only half understood by those who did the hiring.

Regional, state and district offices were set up in all parts of the country. Volunteer local rationing-board members were recruited, organized and trained by the tens of thousands. More than 5,500 local offices were somehow equipped and staffed.

Regulations were developed to fit the day-to-day requirements of a rapidly changing wartime economy. New price programs were launched. New rent programs. New studies to determine the scarcities that lay ahead.

And all the time the OPA was growing, the War Production Board was growing, and the Shipping Administration and the Manpower Commission and the Food Administration and Lend-Lease and the

As head of the Office of Price Administration since Nov. 4 when he succeeded Prentiss M. Brown, Chester Bowles, former partner in the New York advertising firm of Benton & Bowles Inc., easily qualifies as the foremost U. S. authority on a subject vital to all Americans, the growing problem of controlling the rising cost of living. In this straightforward article, Mr. Bowles strongly presents the case, this week being hotly debated by the Senate, for the OPA system of rationing, price control and subsidies.



Board of Economic Warfare and the Office of War Information, and all the other Government agencies which overnight were pulled together and assigned the task of organizing our people for war at home and abroad.

The public itself, by this time a somewhat worried onlooker, was suspicious of the shortages which made rationing necessary, confused by conflicting statements from Washington and thoroughly skeptical of the new wartime bureaucracy. Most businessmen were uncertain of the real need for price control. And even those who recognized the need for anti-inflationary measures on a broad scale often doubted the need for price control in their own particular businesses.

Adding to the confusion and further complicating an already difficult problem, the inevitable political opportunists rushed to hurl their harpoons at an Administration already 10 years in power. (I know of one politician who in a single speech denounced the OPA for not raising laundry prices, for not raising livestock prices, vegetable prices and fish prices, and then called, in ringing terms, for a reduction in the high cost of living!)

It goes without saying that the OPA's mistakes have been colossal. There were mistakes in organization. There were mistakes in selecting people. There were delays and fumbling and inefficiency and overcentralization. In this strange new atmosphere of wartime regulations, the fact that time was short and the problems themselves colossal was often overlooked.

In the meantime goods were getting scarce, scarcer than we had ever believed possible. Partly because the enemy had captured some of the sources of supply; partly because of a shortage of shipping to

bring in accustomed materials; partly because the men who had provided goods and services were going into the Army and into war work. At the same time, because the government was pouring out billions and billions and billions to pay for its war effort, money was getting rapidly more plentiful.

Left to itself, the law of supply and demand would have sent prices so high that our entire U. S. economy and war effort would have been completely disrupted.

There were only three ways in which this problem could be met. The first was to increase the supply of goods that people could buy. This was almost impossible on a broad scale without impairing the war effort.

The second possibility was to decrease demand to meet the limited supplies of goods available, by reducing the public's purchasing power. That could have been done by building fewer ships and planes and guns and by skimping in other ways on our production for war. This was, of course, unthinkable.

It could also be and was to a certain extent done by higher taxes, the sale of war bonds and the control of wages. But today, with the war program claiming half our total productive output at an annual cost greater than our entire national income in any year during the 1930's, taxes and bond sales cannot possibly be pushed high enough to sop up all our excess purchasing power.

How the OPA Functions

The object of these first two methods is to make the law of supply and demand work as painlessly as possible. The one remaining possibility is to suspend the law of supply and demand as far as is practicable for the duration of the war. That has been the established function of the OPA which was directed by Congress to control our prices and to ration our demands.

Actually no one of the three approaches to this problem of economic stabilization can do the necessary job successfully. All three have had to be used. The Department of Agriculture, for example, aids the farmers' efforts to produce more food. The Treasury fathers higher taxes and war-bond sales. The War Labor Board works to hold wages in check. And in the gap that is still left after these adjustments, OPA undertakes the job of keeping the law of supply and demand from pushing prices so high that our people would be forced to accept sharply reduced living standards and the sharp devaluation of their savings, investments and insurance policies.

From the outbreak of war in December 1941 to May 1942, the cost of living rose 5%. Then in May the OPA was authorized to introduce price control on about 60% of all civilian goods. From May 1942 to September 1942, the increase in the cost of living was only 1.6%, virtually all of it on those products over which the OPA had no control.

On Oct. 2, 1942 the Economic Stabilization Act was passed by Congress. This Act directed that both prices and hourly wage rates should be stabilized "as nearly as practicable" at the levels of Sept. 15, 1942.

From September 1942 to May 1943, in spite of this Congressional directive, the cost of living rose an additional 6.2%. The increase was due almost entirely to the rising retail prices of uncontrolled fresh fruits and vegetables. On this important sector of the cost-of-living front our controls plainly were not doing the job.

There were many bright spots, however, in our struggle to "hold the line" and I shall list the most important. Average rents had been completely stabilized at the levels of the previous year. Clothing had risen only 1.7%, housefurnishings by 1.2% and fuel, electricity and ice by 1.3%. Meat, milk, dry groceries, bread and canned foods had risen only fractionally.

Moreover, the prices of industrial materials had been held remarkably stable. The prices of iron and steel products and scrap, of coke and iron ore, of copper, aluminum, lead and zinc, and of coffee, cocoa, sugar and many other basic commodities, had remained level for more than a year. Dozens of other basic-material prices had risen only one or two percent. This meant that one important source of pressure on our industrial costs and on retail prices had been kept firmly in check.

A research economist has recently estimated that by the end of 1943 the OPA will have saved \$67,000,000,000 for American taxpayers on the cost of munitions and war construction alone. His figures are based on the assumption that if these OPA controls on industrial prices had not existed, those prices would have risen during World War II at the same rate as in World War I. Many informed

CONTINUED ON NEXT PAGE

THE GRACIOUS

Holiday Hostess

From Sparkling Windows to Romantic Candlelight,
Tavern Home Products help you radiate hospitality!

4:30 P.M.



8:30 P.M.



TAVERN WINDOW CLEANER—quickly

brings back the sparkle to windows, mirrors and other glass surfaces. Just put it on—then wipe with a dry cloth. Tavern Window Cleaner evaporates completely... leaves no film.

TAVERN CANDLES—are beautifully tapered and hand-dipped by master craftsmen. Choose these non-flickering, non-fuming candles from a rainbow of decorator's colors, a wide range of sizes. There are special holiday and novelty candles, too.

TAVERN LIQUID WAX—ideal for all wood and linoleum floors, woodwork, venetian blinds and enamel surfaces. Polishes easily to a rich, durable lustre that resists water-spotting. Also in paste form as Tavern Paste Wax.

TAVERN PAINT CLEANER—ready to use, it makes smudges and dirt quickly disappear from painted walls and woodwork. Non-caustic, non-inflammable. Tavern Paint Cleaner won't roughen your hands or dull the gleam of painted surfaces.

ALSO: Tavern Non-Rub Wax • Tavern Rug Cleaner • Tavern Lustre Cloth • Tavern Furniture Gloss • Tavern Leather Preserver • Tavern Electric Motor Oil • Tavern Parowax or Paraseal Wax

Ask for these Developments of the Socony-Vacuum Laboratories at your favorite store.



TAVERN

home products



• BY SOCONY-VACUUM •

NEXT TIME YOU BUY UNDERWEAR



CHANGE TO
REIS
Scandals
FOR GREATER COMFORT



UNDERWEAR • HOSE
PAJAMAS • SPORTSWEAR

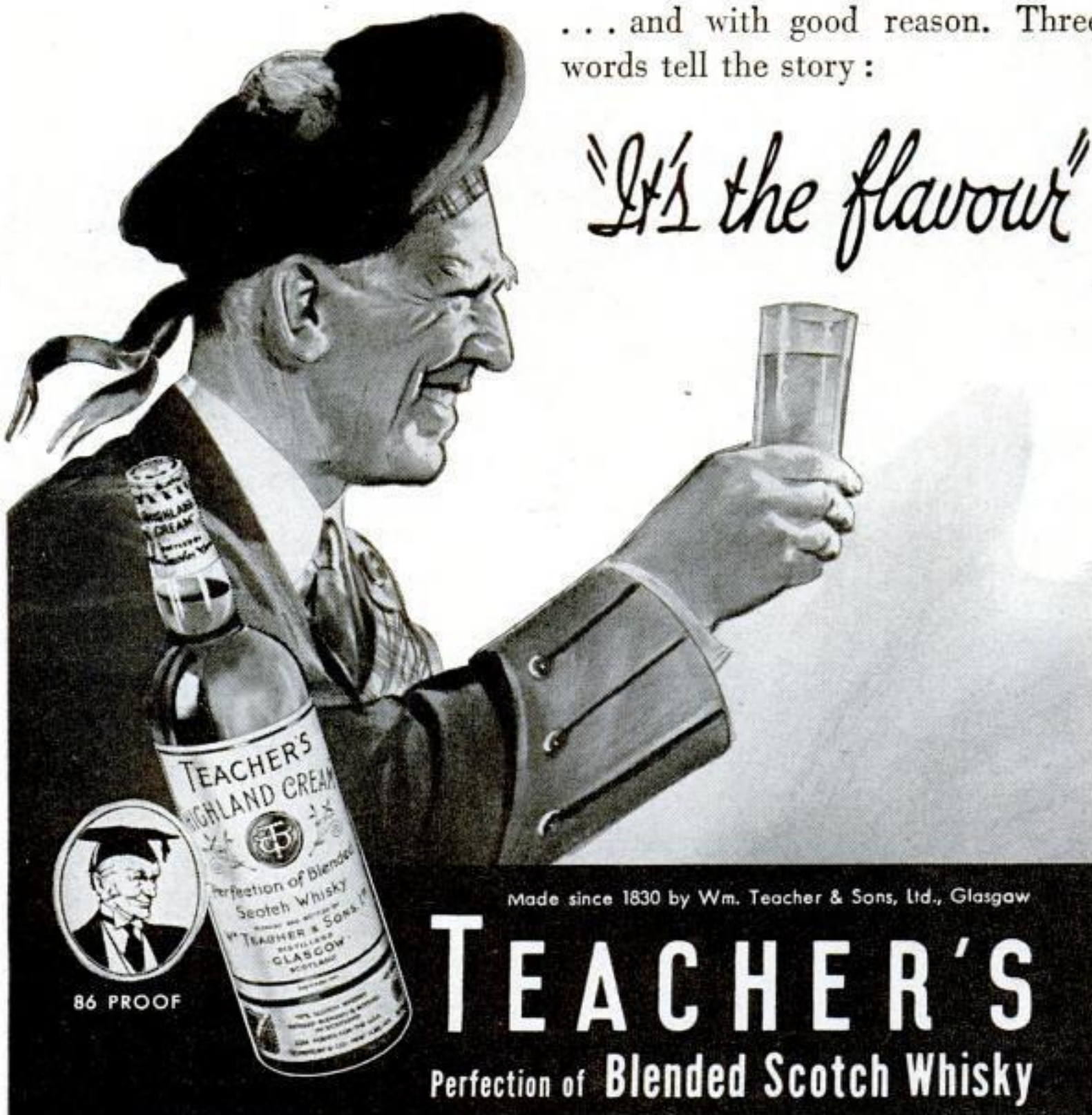


ROBERT REIS & COMPANY • 2 PARK AVE., NEW YORK 16, N.Y.

Tae anither-r Yuletide!

Teacher's has been a favorite at Yuletide festivities ever since 1830 . . . and with good reason. Three words tell the story:

'It's the flavour'



Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

TEACHER'S
Perfection of Blended Scotch Whisky

SOLE U. S. AGENTS Schieffelin & Co., NEW YORK CITY • IMPORTERS SINCE 1794

RATIONING & PRICE CONTROL (continued)

people believe that his figures are conservative, because the economic pressures in the present war are vastly greater than in the 1917-1919 period.

Another bright spot is the work of our 5,500 local War Price and Rationing Boards. The local board volunteer members who direct these boards total 76,321 with 91,000 additional unpaid volunteer assistants. With few exceptions, these patriotic volunteers have done a remarkable job under the hardest kind of pressure. Their work has been free from politics, courageous and conscientious. The 94 OPA district offices had been organized with area rent offices in many other cities. Both the OPA paid and volunteer personnel had been trained to give an increasingly efficient service to the businessman and to the general public.

In May 1943, in spite of many mistakes and delays, the over-all result of 12 months of OPA efforts to control living costs and to distribute scarce products might be considered reasonably good. But to most members of the OPA organization the outlook was discouraging.

The public, for the most part, seemed frankly indifferent to the threat of higher prices. There was money to burn in millions of pockets, and the dominating desire, even on the part of many ordinarily patriotic citizens, was to find good food at any price. Although overcharges were relatively frequent in thousands of stores, consumers throughout the country made only 12,000 complaints to the OPA in the entire month of April 1943.

Spearheaded by lobbyists with expensive and experienced staffs, pressure groups were demanding higher prices for this product and that. In conferences, through the mails and over the telephone, an already harassed wartime Congress was smothered with the claims of farm groups, laundrymen, automobile dealers, department-store executives, manufacturers, packers, wholesalers and retailers.

While everyone professed to fear inflation, nearly everyone was demanding the right to sell his own product at a higher price. The OPA stood in the way of rising prices and cries for the scalp of the OPA echoed throughout the land.

In May and June, however, Mr. and Mrs. Average Citizen began to wake up. New, easy-to-understand dollars-and-cents ceiling prices on food products, introduced in the late spring months, printed in newspapers and posted in stores, gradually had their effect. At last housewives and shoppers knew the top ceiling prices which they could be legally asked to pay.

In June, Congress approved a limited subsidy program which enabled the OPA to roll back the cost of living through reductions in the price of meat and fresh vegetables. This took us at least part way back to the levels of September 1942.

As a result, in June the cost of living, according to the Department of Labor, actually dropped for the first time in 31 months. In July it dropped a bit further. In August still further. In September there was a rise of four-tenths of one percent.

During the last few months our struggle to keep prices from rising has received increasing support from the general public. School-teacher groups, municipal and state employee groups, labor groups, and to a growing extent farm groups and business groups have at



OPA enforcement agents check up regularly on gasoline distribution. Most of the black marketeers account for the illegal sales by buying up extra B and C coupons.

last begun to realize the chaos which would come from runaway prices.

A businessman who is not given to extravagant statements recently told me: "If the OPA went out of existence tomorrow, the cost of living and the whole level of prices would double within the next six months."

In many conversations with businessmen during the last eight weeks, I have heard similar expressions of concern at the possible failure of the OPA price-control program.

In September, when Dr. Gallup asked people in all parts of the country: "What question would you most like to ask your Congressman?" the answer, amazingly enough, was: "What can be done to control the cost of living?"

During the last three months we have been strengthening our OPA organization in every possible way. We have brought 43 businessmen into our Price Department—men who believe in price control quite as ardently as the professors whom they have replaced. On an average, we have been holding two meetings a day with business and trade and farm groups in order to develop more practical regulations and the simplest possible procedures.

We have changed the status of the lawyers, in order to give the operating executives in the price, rent and rationing departments full control over policies. We have strengthened our field organization and delegated more power to our regional and district offices. We have developed a new Department of Enforcement to deal with black-market operators and those habitual day-to-day violators who refuse to respond to gentler methods. We are also doing everything in our power to build a new morale among the members of our organization, both volunteer and paid, who have been the target for many thoughtless and unjustified brickbats and dead cats ever since Pearl Harbor.

OPA Means to Hold the Line

With a strengthened, more practical-minded organization, we shall work to "hold the line" as directed by Congress in the Economic Stabilization Act of Oct. 2, 1942. This Act constitutes our marching orders. Until those orders are changed, we shall carry them out to the limit of our ability.

If we are authorized to continue our present program, it is our belief that the present cost of living, which, according to the Department of Labor, stands today at the same levels of last April, can be held down and even lowered slightly during the next few months. You will see lower prices on shortening, apples, oranges, potatoes, onions and other vegetables. I am talking about legal OPA ceiling prices, not the prices which might be charged on the black market.

Yes, we intend to "hold the line." Creeping prices will not work, for prices that creep soon start to crawl, and then to walk, and from a walk it's not far to a gallop.

By April 1941 the British had learned this lesson, after their own cost of living had risen 28%. By December 1941 the Canadians had learned it, after a rise in living costs of 15%. We learned it in America during our first year and a half of war.

No, in spite of the theoretical and unrealistic arguments of some

CONTINUED ON NEXT PAGE



© 1943 CHICAGO HERALD-AMERICAN

Unsanitary meat houses spread disease, defeat price regulations, cause serious dislocation of demand and supply. Note flies on ceiling of this Chicago storeroom.



"All I want for Christmas"

ALL I want for Christmas—yes,
I swear 'twould suit me fine—
Is some Ready-Rubbed Tobacco
For that favorite pipe of mine.
Edgeworth? Ah, you've guessed it;
Just a pound or two will do,
Now nothing could be nicer
Than a gift like that from you.



NEW!

CHRISTMAS GIFT PACKAGE containing 10 handy, pocket-size SEAL-PAK Pouches—each filled with famous Edgeworth.

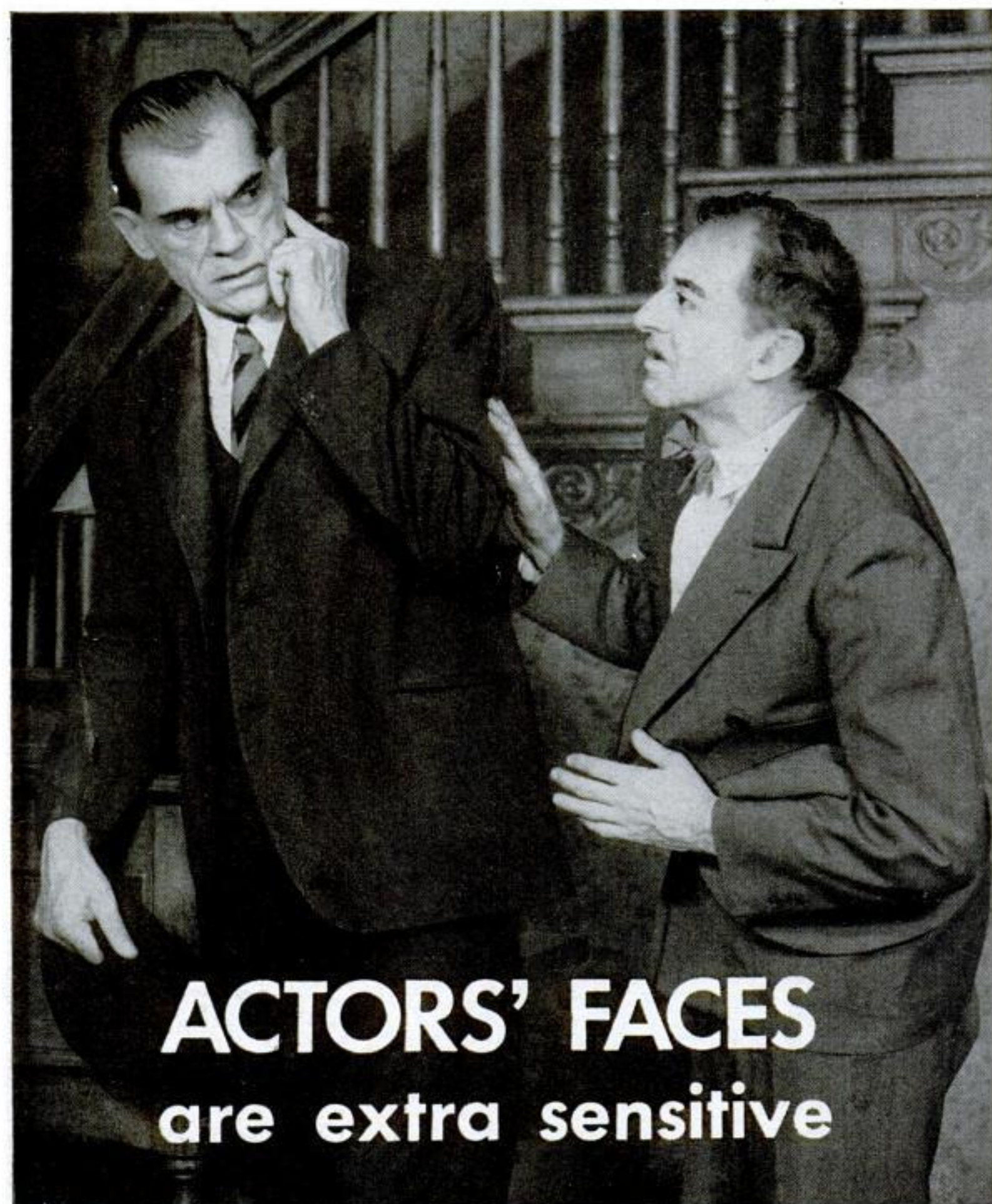


HUMIDOR JAR for home or office desk. In half-pound and pound sizes—a thoughtful Christmas gift.

"It's always Perfect Taste to give the Best"

EDGEWORTH

AMERICA'S FINEST PIPE TOBACCO



ACTORS' FACES are extra sensitive

—that's why **BORIS KARLOFF** *shaves with Williams, made with soothing LANOLIN*

FOR MEN with tender, sensitive skin—welcome help! Soothing Lanolin is now blended into Williams Shaving Cream.

Lanolin is very similar to the natural oil of the human skin. It is famous for its power to soften and soothe the skin. In fact, doctors have prescribed Lanolin for years in healing salves and ointments.

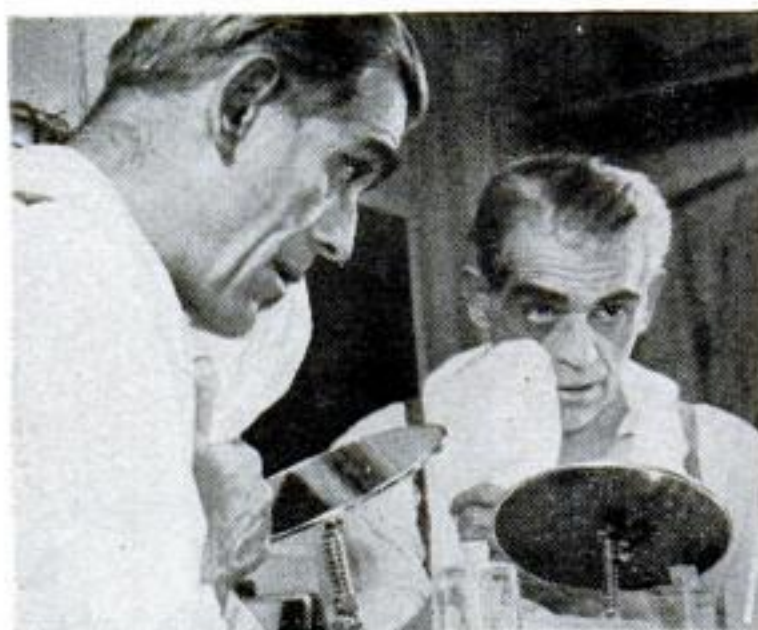
Close Shaves—in Comfort

In Williams Shaving Cream, the Lanolin helps guard against the sore, tight sensation that often follows a close shave. It leaves the skin feeling pliant and comfortable. Softer . . . refreshed.

Except for the added Lanolin, this is the same top-quality Williams Shaving Cream that men depend on everywhere. It wilts whiskers *completely* soft. Lets you get a close, easy shave.

And the Lanolin leaves your skin feeling soothed and softer!

Over 100 years of experience have gone into this fine new Williams Shaving Cream. Try it. *Feel* the difference!

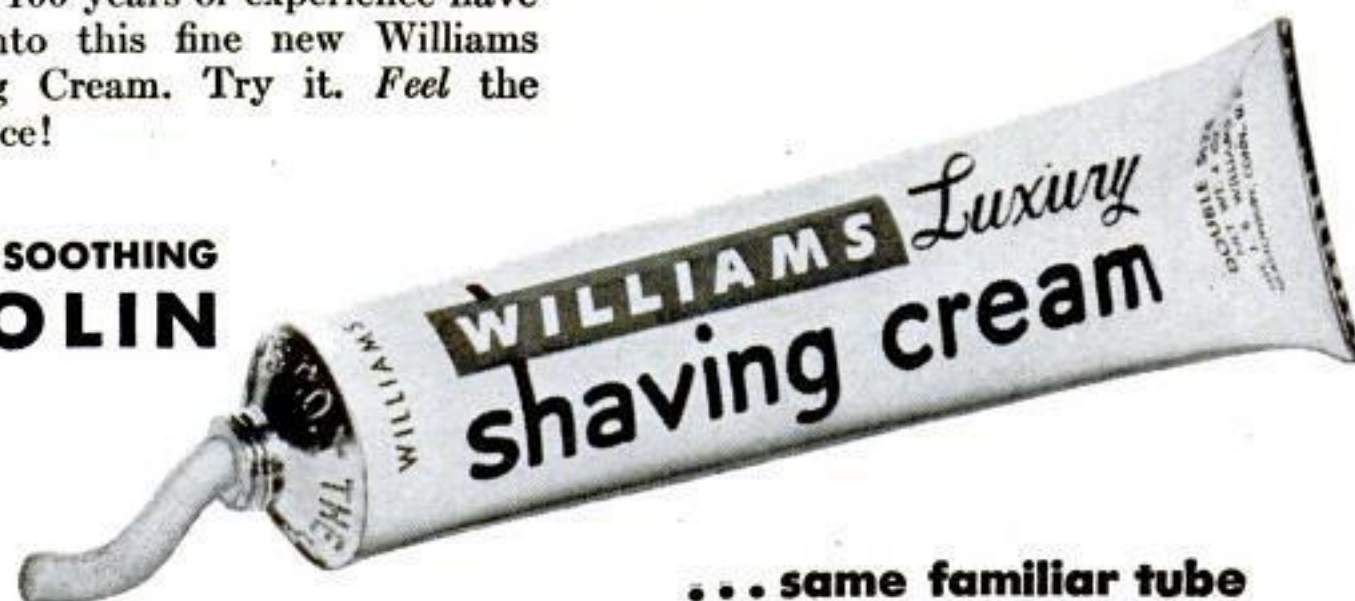


In "Arsenic and Old Lace," Broadway success, now on tour, Boris Karloff plays the part of a mad murderer. In the large picture at top, he appears in a scene with Edgar Stehli. Mr. Karloff says:

"Removing make-up leaves my skin very tender and sensitive, and I must shave closely every day. But with the Williams Shaving Cream I can shave as close as I like without irritation.

"The Lanolin in Williams has a decidedly soothing effect. It makes my face feel soft, smooth and pliant."

CONTAINS SOOTHING
LANOLIN



... same familiar tube

RATIONING & PRICE CONTROL (continued)

economists, the theory of "controlled inflation" simply will not work. It will not work because it cannot be administered.

Every time an individual price increase is granted, somebody else's costs are increased and that person or that industry (or it may be a dozen industries) is soon before the OPA to seek relief. And, besides those whose costs are increased by reason of that single price rise, there will be dozens of others who, although not affected, will hasten to remind us that what is sauce for the goose is sauce for the gander.

I do *not* mean that no price increase can be granted under any circumstances. I *do* mean that individual price increases feed on themselves, and that unless they are used very sparingly, in only the most exceptional cases, price control rapidly becomes ineffectual.

This theory of "controlled inflation," in the opinion of experienced members of our staff who have spent long years in business, is a dangerous dream. Every country at war has learned that if living costs are actually to be kept in check, those who administer the program must draw a line and say, "Thus far may retail prices go and no farther." Today we who are responsible for price control in America know as a matter of administrative experience that there is no other way to handle the job.

I have said that OPA, like the War Food Administration and the War Production Board, is thoroughly committed to an all-out policy of full production on those industrial products which are essential to the prosecution of the war and essential to civilian health and welfare.

If we are to develop full production, some production costs are certain to rise. How can these higher production costs be adjusted to a "hold-the-line" policy which allows no increase in retail selling prices on these items which are an important part of our living costs? There is only one answer, and that is the controlled, skilful use of production bonuses or subsidies.

I am well aware that to thousands of sincere people "subsidies" is a fighting word. But let's not get emotional about them.

In peacetime, subsidies helped to build our railroads and our new air industry. Subsidies helped to promote our agriculture and to preserve it in times of stress. Subsidies, in one form or another, have been an accepted part of our American economy ever since the days of George Washington.

I do not say that subsidies are a panacea or a blessing in themselves. But in wartime we rarely have the choice between a way that's wholly right and a way that's wholly wrong. Almost invariably we must choose which of two rough roads is the less dangerous. Today we are faced with a clear-cut choice between a limited subsidy program through which we can maintain a stable wartime economy and full production, or a growing stream of retail price rises which can only result in a rapidly increased cost of living and an eventual runaway inflation.

I know there are pitfalls and dangers, but our Allies have managed to avoid those pitfalls and to use subsidies with good sense and great effectiveness in protecting their people against higher living costs. If they can use man-sized tools without cutting their fingers, we can do the same.

If subsidies are not continued, living costs will start at once to rise. Veal cutlets will go up 6¢ a pound, hamburger 4¢, other meats from 1½¢ to 6½¢ a pound. Butter 10¢ a pound, cheese 8¢ a pound. Milk, bread, canned foods and dried fruits and vegetables will go up, too.

Higher living costs will, of course, result in an overwhelming national demand for higher wages. The Little Steel formula, already under pressure, will go promptly out the window and higher wages, resulting in higher costs, will eventually lead to still higher prices both in the retail stores and for the materials of war.

If living costs are increased by 10%, the increased burden on our 32,000,000 American families will total \$8,000,000,000. Between \$8,000,000,000 and \$10,000,000,000 more will be added to our national debt through the inevitable increase in the cost of the materials of war.

Farmers Fear Inflation

Some of the sharpest criticism we have received, not only on the use of subsidies but on continued control of retail prices, has come from the farm organizations. These organizations, and the farmers for whom they speak, bitterly resent the charge that our farmers have sought to profit at the nation's expense in wartime. I, too, have

been disturbed by loose talk on this subject, and the farmer's resentment is natural and well founded.

After many years of depression, the great majority of our farmers are at last receiving really profitable prices. But let's not forget that the number of months they have received these prices hardly adds up to the number of years in which many of them were obliged to accept prices below their costs.

I believe that farmers generally are satisfied today with the prices they are now getting. Most emphatically, they do not want inflation. They remember only too well that in the last war the prices they paid for foods and services went up as fast as the prices they received for their crops. They remember, too, that their own soaring prices were followed by a catastrophic collapse of prices and farm values. They remember the difficult years that followed, when they struggled hopelessly to pay off inflated costs out of deflated incomes. All they ask is a decent spread between their prices and their costs; a spread that will give them and their families a good, solid, American standard of living.

What is true of the farmer is true of business as well. Most businessmen know that our fight is their fight. Occasionally some business group may throw a brickbat at us, charging that under the guise of price control we are seeking to control profits. But businessmen as a whole know that this is poppycock. There is a huge difference between controlling the cost of living on the one hand, and controlling profits for the sake of controlling profits, on the other.

OPA Aims at Prices, Not Profits

Let me put it this way. The OPA might say that the profits of a given industry are too high; therefore its prices should be reduced, solely for the purpose of cutting those profits down. That would be profit control, pure and simple. If we were to follow any such policy we would be straying far from our proper field.

But the OPA, in looking at a certain commodity, might rightly say that the price is too high in comparison to prewar levels; it is too high with respect to the price that may be expected when the war is over; and right now it is adding dangerously to the costs of other producers and to the cost of living. Certainly, in a case of that sort, it is proper for the OPA to ask, "Will the industry's earnings permit a reduction in the price that the public is asked to pay?"

Before I went to work for OPA I ran my own business. From long experience I believe I understand profit-making and modern business methods. The head of the OPA's Price Department, Jim Brownlee, is a businessman too. The men who work with me—Reagan Connally, Jean Carroll, Sumner Pike, Clarence Slocum and many others—know business from the ground up.

Nobody can claim that these men have any interest in revolutionizing our economic system, in controlling profits for the sake of controlling profits or in doing anything other than the job that has been assigned them—the stabilization of our wartime cost of living. That is one of the advantages to OPA in putting experienced businessmen into key positions.

Labor is the best-organized segment of all American consumers. It is only natural that the rapidly growing stake which Mr. and Mrs. Average Citizen feel themselves to have in the success of price control should be reflected in the activities of organized labor.

In the past, when the cost of living has risen, labor's voice has most frequently been raised, not to demand a breach on the wage front but to insist that OPA regain its lost ground and make the stabilization program truly successful.

The relationship of wages and the cost of living is without doubt the most critical part of the entire inflationary problem. That is why the position of responsible labor leaders in support of wage stabilization deserves such emphasis and praise. Their continued support is absolutely essential to the success of the price-control program.

Some people have claimed that our industrial workers today are living in a paradise of silk shirts, filet mignons and 50¢ cigars. On the contrary, 4,000,000 of our 15,000,000 industrial workers are still earning less than \$30 a week. Their worries over the prospect of a higher cost of living are certainly understandable.

Moreover, a major segment of our American people have gone almost unnoticed in the current debate between the exponents of limited-subsidy payments and those who favor higher prices. I am speaking of those 14,000,000 citizens who, with their 21,000,000 dependents, must live on teachers' salaries, pensions, Army and Navy allotments, insurance annuities and other white-collar incomes.

Since Pearl Harbor our net farm income has increased by 90%, industrial weekly wages in industrial plants by 35%, corpo-

CONTINUED ON NEXT PAGE

Pick of the pack.....

PRINCE GARDNER

For a Prince of a Fellow



Registrar
He'll like the windowed post case which is detachable, leaving a water-tight billfold for dress. \$5.00

Prince Gardner billfolds are featured in handsome, rugged Hand Boarded India Goatskin in Black, Brown and Gahna Mission Brown. All "Invisible Stitched," of course!



Coin King
A purse for his small change... pockets for snapshots and cards. And secret compartment to hide bills from view. \$3.50

Princess Gardner

For a Princess of a Girl



Registrar
A place for everything... bills, coins, keys, snapshots, cards, and her "A" coupons. \$2.50 to \$7.50

EVERY WEEK
TAKE 10¢ FROM
YOUR BILLFOLD
AND INVEST IN
STAMPS AND
WAR BONDS

Shown: Pin Morocco Sheepskin in Signal Red and Red & Black. Also in Burgundy, Service Blue, Brave Brown and Forest Green.

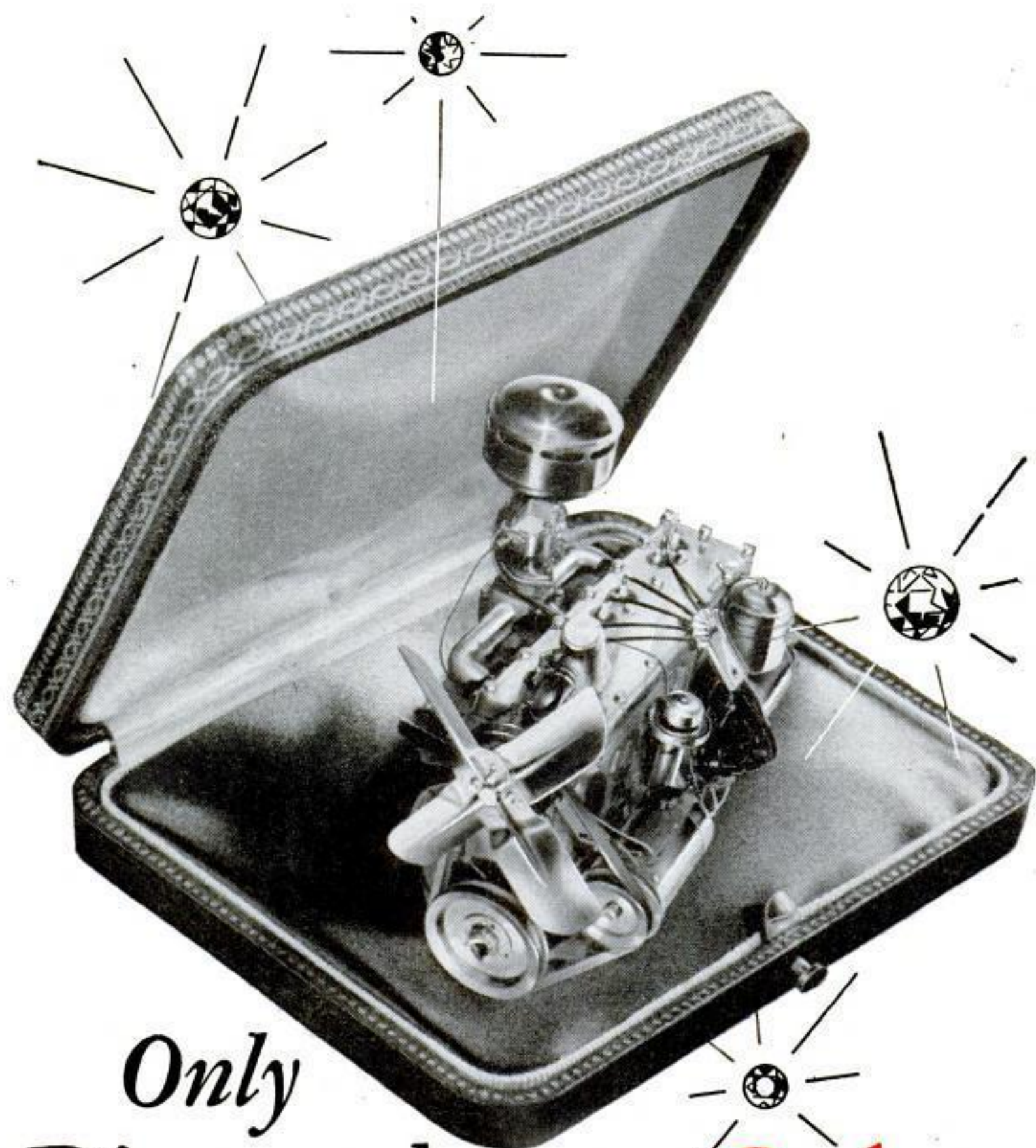


Cashmate
Holds her possessions in one slim carryall... convenient when changing purses. \$2.50 to \$5.50

At leading stores everywhere. Because of war scarcities, your dealer may be temporarily out of the models shown. However, you'll find many other models to select from. **PRINCE GARDNER, St. Louis 10, Missouri**
Made in Canada at 468 King St., West, Toronto 2

The Royalty of Leatherwear for Smart Moderns

BY THE CREATORS OF THE "INVISIBLE STITCH" BILLFOLD



Only Diamonds are **Carbon** Worth Keeping!

Carbon is a treasure when it takes form in sparkling diamonds—but hard, black carbon is a destructive and wasteful thing in an automobile motor.

If your motor is suffering from carbon (and many motors are)—start using Macmillan RING-FREE Motor Oil. It *removes carbon* while you drive! With RING-FREE you get a cleaner, more thoroughly lubricated, sweeter running motor. That results in better gasoline mileage. Have your crankcase drained and refilled with Macmillan



RING-FREE Motor Oil *today!* Keep on using RING-FREE to save gasoline, to lengthen motor life and to *constantly* combat the destructive effects of carbon.

MACMILLAN PETROLEUM CORP.

50 W. 50th, New York 20 • 624 S. Michigan Ave., Chicago 5 • 530 W. 6th, Los Angeles 14

Copyright 1943, Macmillan Petroleum Corp.

SOLD BY INDEPENDENT DEALERS

RATIONING & PRICE CONTROL (continued)

ration profits, after taxes, by 16%, and the cost of living by 12%.

In contrast to this favorable showing for our farmers, our workers and our business men, you can be sure that the earnings of our white-collar groups have increased comparatively little in the last two years. Unorganized and silent, they are indeed the Forgotten Men and Women of 1943.

In the future, as in the past, the OPA will face many problems. In a tense political year there are certain to be political attacks against any wartime agency with a job like ours, in spite of the fact that our activities are nonpartisan and our personnel at least equally divided between members of the two major parties. Moreover, we are certain to make mistakes, plenty of mistakes. I am only hopeful that we won't repeat the mistakes that we made in the past.

We will continue to get plenty of criticism, and as long as it's constructive criticism we'll welcome it and try to learn from it. Our country's editorial writers, commentators and columnists not only have the right but the obligation to point out the weak spots in our government and demand that those weaknesses be corrected.

It is the job of Congress, as the elected representatives of the people, to keep a sharp eye on Government budget, and Government procedures, and Government personnel and activities. This Congressional watchfulness and control is an essential part of our American system. It must continue if we are to maintain our democracy.

Congress, moreover, is our board of directors. Congress lays down the over-all policies which we must follow. And that again is as it should be.

I have said that the OPA was created to control rents and the cost of living, to spread the supply of scarce products in the fairest possible way among all our citizens, and to maintain a stable economy on which to build a postwar world which will provide economic security and true freedom for every American citizen.

There have been times during the past two years when our chances of success seemed discouraging. But today we see an increased understanding of the need of price control and rationing on the part of millions of plain people who a year ago, or even four months ago, were conscious only of the irritations and annoyances that inevitably go with wartime controls.

Today Mr. and Mrs. America are demanding in a constantly louder voice that our cost of living be kept rigidly in check. Today more than 12,000,000 everyday citizens have signed the OPA Home Front Pledge, and this number is growing at the rate of 100,000 daily.

"I will not pay more than OPA ceiling prices."

"I will not accept rationed products without giving ration stamps."

With that kind of support, from workers, farmers, merchants, businessmen, doctors, teachers and white-collar workers, and with Congress's approval of the price-control program now in process of debate, I am confident that we can carry out the difficult wartime responsibilities which have been placed in our hands.



MINOR-LEAGUE OPA BRAIN TRUSTERS in Georgetown basement last year doped out maximum price controls. Bowles replaced most of them with businessmen.

This is **PARD** before Dehydration

This is **PARD DEHYDRATED** *
water added-ready to serve



THIS IS A NATURAL COLOR PHOTOGRAPH

THIS IS A NATURAL COLOR PHOTOGRAPH

1 Here is how the Pard we're making *right now* would look if we could bring it to you in pre-war form—in cans . . .

2 Here is the same fine Pard as shown in 1—except its moisture has been removed by scientific dehydration; then later restored before serving by the simple addition of water.

BUY WAR BONDS

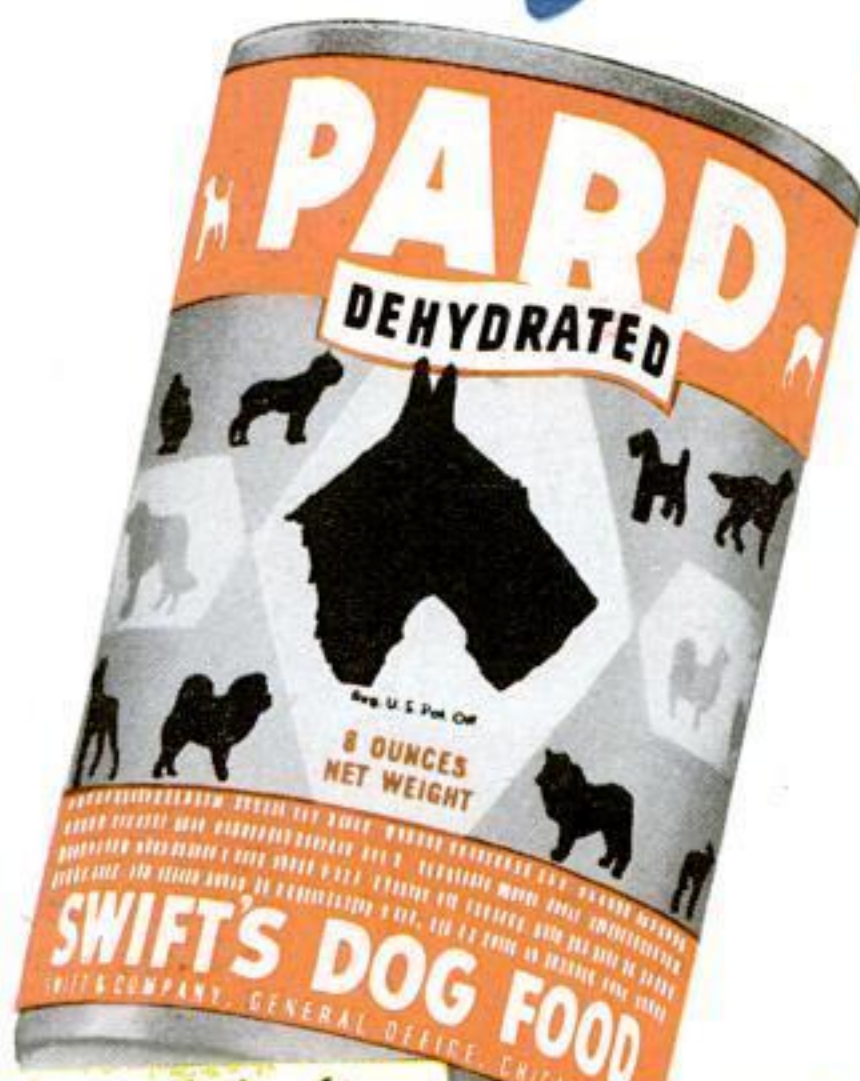
MORGAN
DEWITT

Your dog could tell you
... it's the same fine PARD!

YOUR DOG'S the best judge of dog food. Show him Pard Dehydrated . . . right in his own bowl. He'll demonstrate personally how tempting it is . . . how wholesome, rich-red, and palatable.

Appetizing as ever, Pard Dehydrated provides the essential food elements necessary to maintain normal health. It's made of nourishing meat by-products, and other fine quality ingredients—then dehydrated by a unique Swift & Company process which removes *only* the moisture. To restore Pard Dehydrated to its natural "fresh food" state, you simply add water.

Thrifty as ever, Pard Dehydrated makes a grand all-in-one food for your pet. Convenient to serve and keep. It's a grand way of saving fresh meat and other needed foods.



***Pard Dehydration is entirely different!**

It's the latest and finest of scientific methods . . . a process exclusively Swift & Company's. It starts with fresh meat by-products, and other wholesome ingredients. Then all moisture is slowly removed in a wholly new way. There's no other dog food like it!



LIKE FRESH-GROUND FOOD Pard before dehydration is blended into a well-balanced, appetizing formula—rigidly adhered to and nutritionally excellent.

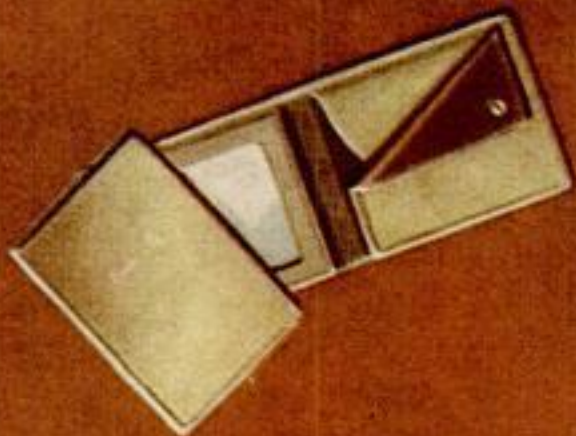


LOW DEHYDRATION TEMPERATURE (under 200° F.) drives off moisture, protects food values. Leaves goodness intact. An original Swift process—(Pat. applied for).

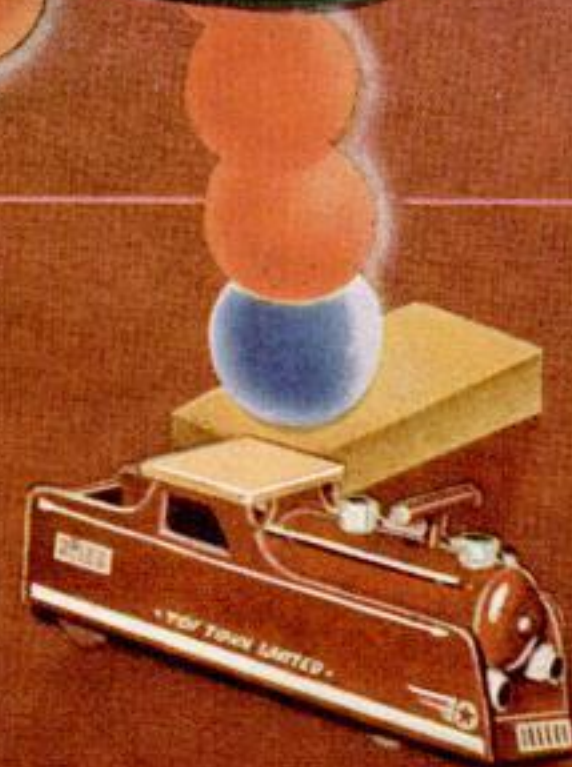
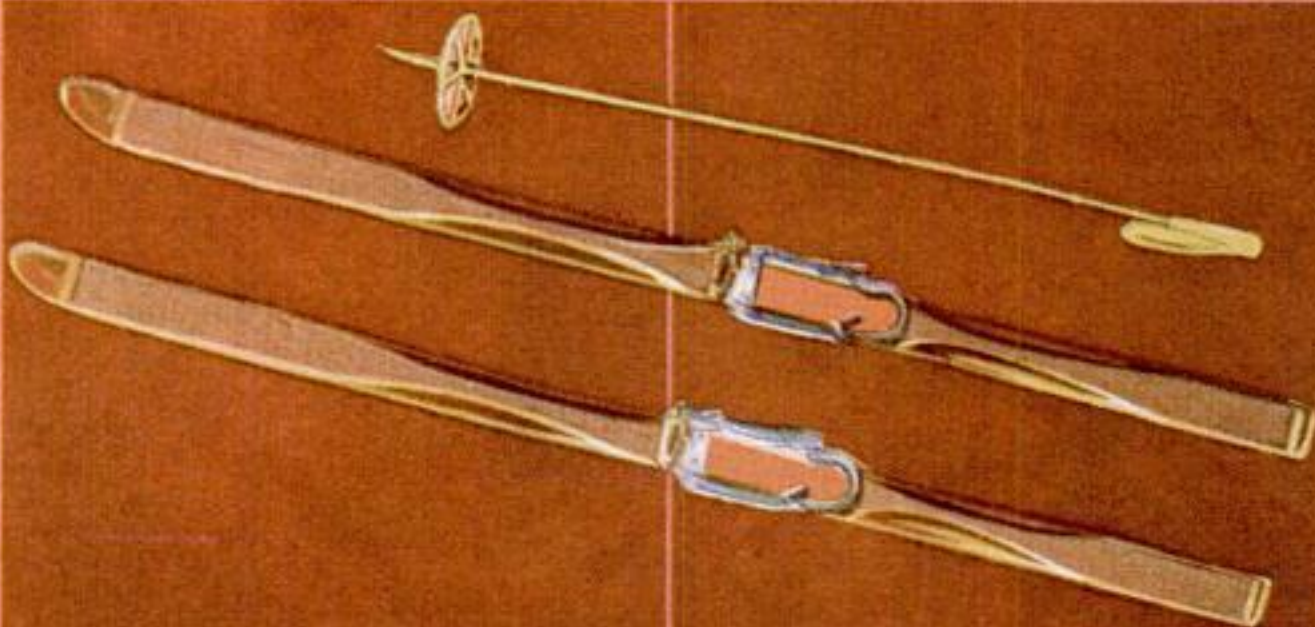


YOUR DOG LIKES IT because he recognizes it as Pard, his long time favorite. The simple addition of water restores Pard Dehydrated to its naturally appealing form.

The family dog... in life our firmest friend, the first to welcome, the foremost to defend. Let's treat him well!



Gifts for Everyone at



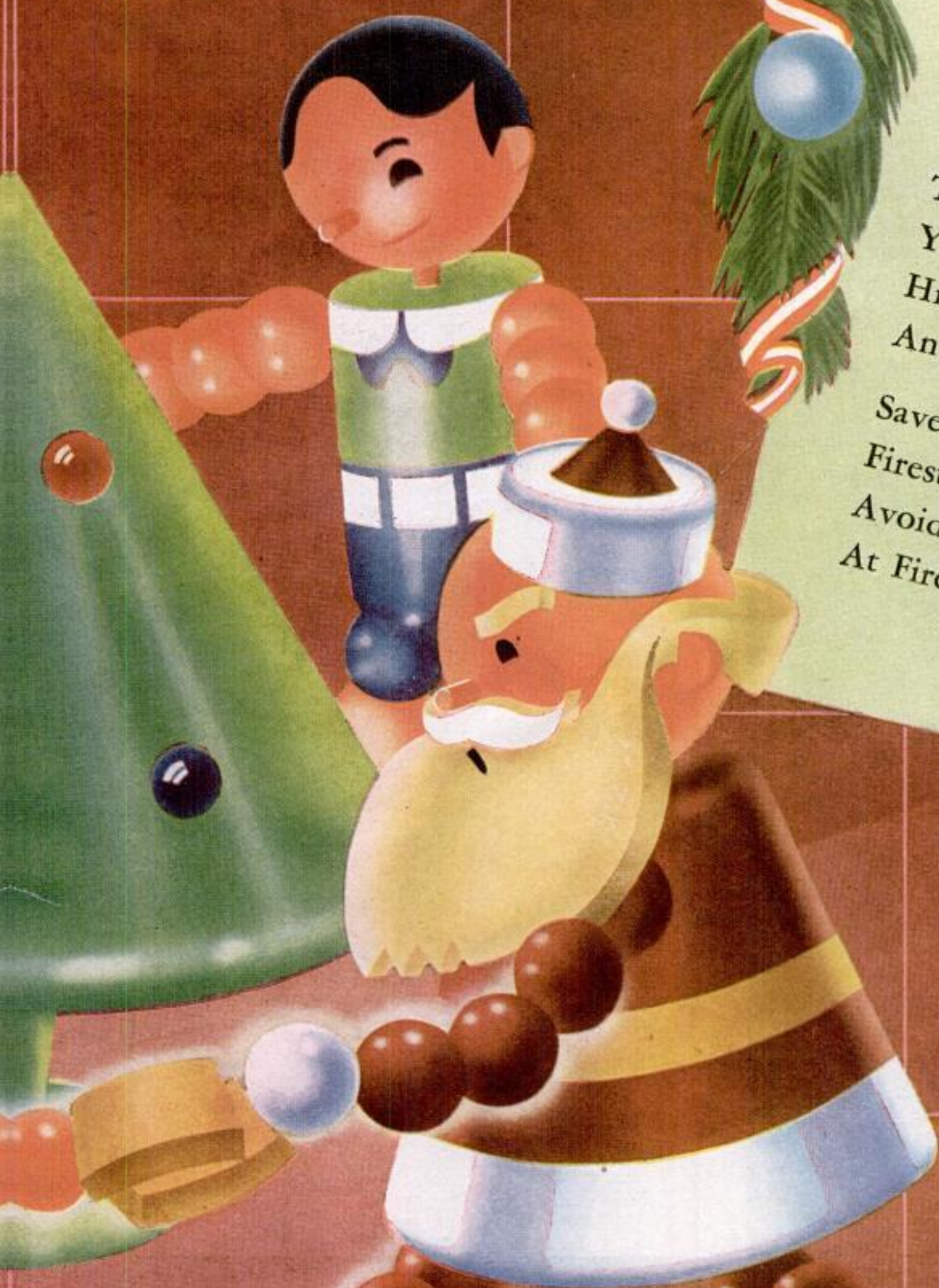


'T WAS the week before Christmas and crowds ev'rywhere
Were shopping for gifts and with no time to spare.
But smarter folks found gift suggestions galore
At their nearby Firestone Dealer or Store.
There are suitable gifts for your dad and your mother,
Your boy-friend or girl-friend, your sister or brother,
High quality products you'll be proud to give,
And know they'll be treasured as long as they live.
Save tires and save gas, save time and save money,
Firestone one-stop shopping makes dark days look-
Avoid fuss and worry, make shopping
At Firestone you'll find

It WAS the week before Christmas and crowds ev'rywhere
Were shopping for gifts and with no time to spare.
But smarter folks found gift suggestions galore
At their nearby Firestone Dealer or Store.
There are suitable gifts for your dad and your mother,
Your boy-friend or girl-friend, your sister or brother,
High quality products you'll be proud to give,
And know they'll be treasured as long as they live.
Save tires and save gas, save time and save money,
Firestone one-stop shopping makes dark days look sunny.
Avoid fuss and worry, make shopping a pleasure,
At Firestone you'll find satisfaction full measure.

With apologies to Clement Moore

With apologies to Clement Moore, author of "The Night Before Christmas"



Doctors Prove 2 out of 3 Women can get More Beautiful Skin in 14 Days!

14-DAY PALMOLIVE PLAN TESTED ON 1285 WOMEN WITH ALL TYPES OF SKIN

READ THIS TRUE STORY of what the Proved 14-Day Palmolive Plan did for Mary Hensley of Los Angeles, Cal.



"My complexion had lost its lovely look. So I said 'yes' quick when I was invited to try the new 14-Day Palmolive Plan—along with 1284 other women all over the U.S.A.! My group reported to a Los Angeles skin doctor. Some of us had dry skins; some oily; some 'average.' After a careful examination, we were given the Palmolive Plan to use *at home* for 14 days.

"Here's the proved Palmolive Plan: Wash your face 3 times a day with Palmolive Soap. Then—each time—massage your clean face with that lovely, soft Palmolive beauty-lather . . . just like a cream. Do this for a *full* 60 seconds. This massage extracts the full beautifying effect from Palmolive lather for your skin. Then rinse and dry. That's all!

"After 14 days, I went back to my doctor. He confirmed what my mirror told me. My skin was fresher, smoother, *cleaner*! Later I learned *many* skin improvements had been observed by all the 36 examining doctors. Actually 2 out of 3 of all the 1285 women got see-able, feel-able results. So the 14-Day Palmolive Plan is now my beauty plan for life!"



YOU, TOO, may look for these skin improvements in only 14 Days!

- ★ Brighter, cleaner skin
- ★ Finer texture
- ★ Fewer blemishes
- ★ Less dryness
- ★ Less oiliness
- ★ Smoother skin
- ★ Better tone
- ★ Fresher, clearer color

This list comes right from the reports of the 36 examining doctors! Their records show that 2 out of 3 of all the 1285 women who tested the Palmolive Plan for you got many of these improvements in 14 days! Now it's *your* turn! Start this new *proved* way of using Palmolive tonight. In 14 days, you, too, may look for fresher, clearer, *lovelier* skin!

DON'T WASTE SOAP!

Vital materials needed to win the war are used in making soaps

- DON'T let soap soak in water because soap in water wastes away.
- DON'T let soap rest in wet soap dish—this makes soap soft and mushy.
- ALWAYS moisten the last sliver and put it on a new cake. This way you use every bit of soap.



NO OTHER SOAP OFFERS PROOF OF SUCH RESULTS!



Midday meal in the living room is shared by Pat (left) sucking on her bottle, Peter (center) sucking on his chocolate pudding to his mother, and Mike (right) sucking on his chocolate pudding to his mother. The mothers buy and prepare their food separately because feeding schedules and menus all differ according to age.

WAR LIVING



THREE PAIRS OF MOTHERS AND BABIES COMPOSE THIS WARTIME FAMILY. LEFT TO RIGHT: MRS. DONOVAN AND PAT, MRS. SWARTMAN AND MIKE, MRS. SMILLIE AND BAXTER

TRIPLING UP Three young wives of servicemen pool resources for the duration

A few months ago, the three young women above found themselves facing the most common and most critical problem of wives in wartime: how to get along without a husband and without his peacetime income. They did not want to go home to mother or to give up the care of their babies by taking jobs. So they decided to triple up for the duration. Renting a Queens, N. Y., apartment large enough and cheap enough, they worked out a plan whereby all expenses,

chores and pleasures are pooled, shared three ways. Mrs. Robert J. Donovan, whose daughter Patricia is seven months old, is the wife of an Army private. Mrs. William A. Swartman, whose son William Jr. ("Mike") is 10 months old, and Mrs. W. B. Smillie, whose son Baxter is 23 months old, are both wives of ensigns in the Merchant Marine. They get \$380 a month jointly from their absent husbands' pay which is enough to cover all costs, save for war bonds too.

Afternoon airing is outside the apartment house where they live. \$75 monthly (\$25 each) pays for five rooms, two baths.

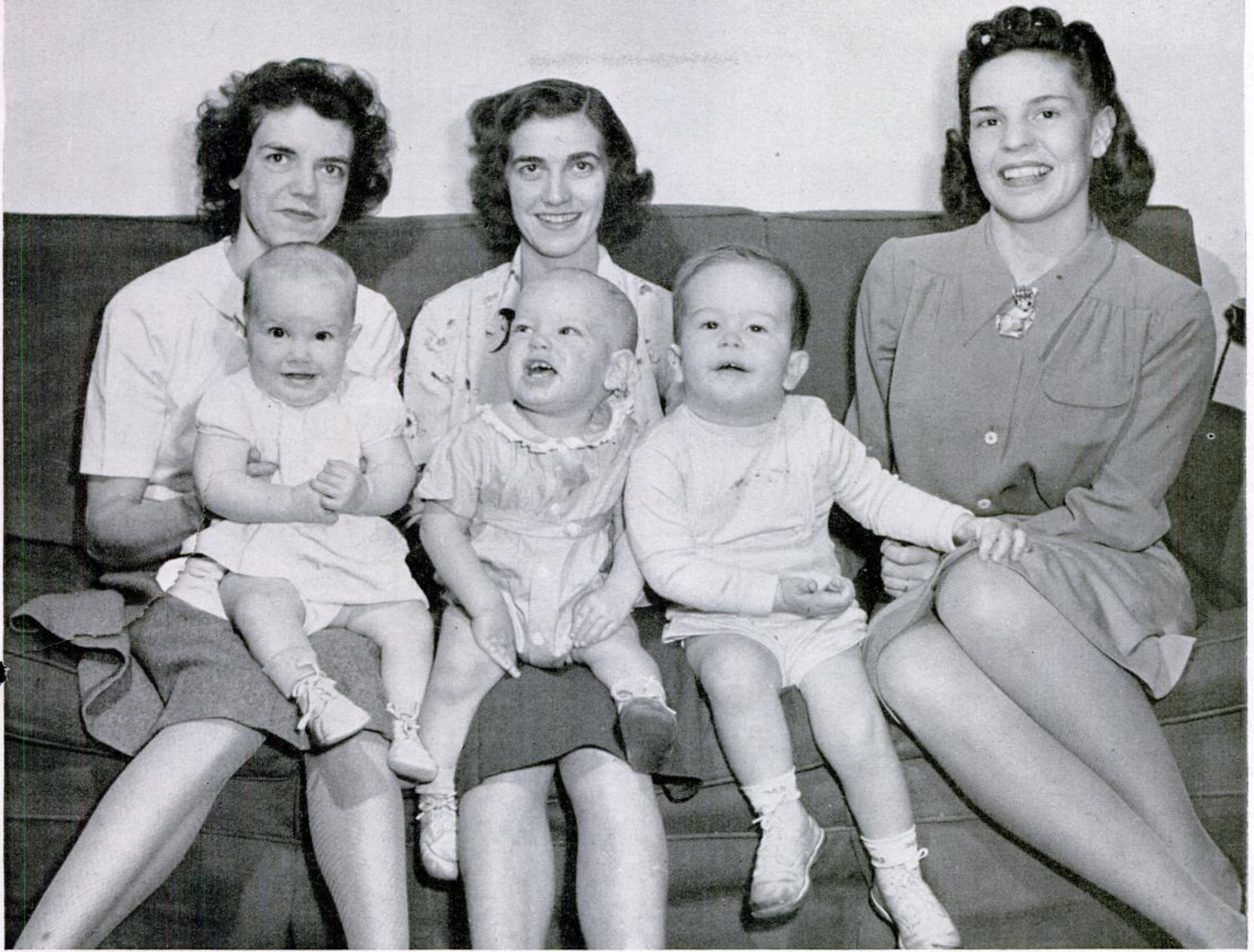


Daily marketing is done by Mrs. Smillie, whose turn it is to cook dinner. Each contributes \$5 a week toward food bill.



Morning house cleaning is done by Mrs. Donovan while the two younger children are asleep. Chores rotate every week.





THREE PAIRS OF MOTHERS AND BABIES COMPOSE THIS WARTIME FAMILY. LEFT TO RIGHT: MRS. DONOVAN AND PAT, MRS. SWARTMAN AND MIKE, MRS. SMILLIE AND BAXTER

TRIPLING UP

Three young wives of servicemen pool resources for the duration

Afternoon airing is outside the apartment house where they live. \$75 monthly (\$25 each) pays for five rooms, two baths.



A few months ago, the three young women above found themselves facing the most common and most critical problem of wives in wartime: how to get along without a husband and without his peacetime income. They did not want to go home to mother or to give up the care of their babies by taking jobs. So they decided to triple up for the duration. Renting a Queens, N. Y. apartment large enough and cheap enough, they worked out a plan whereby all expenses,

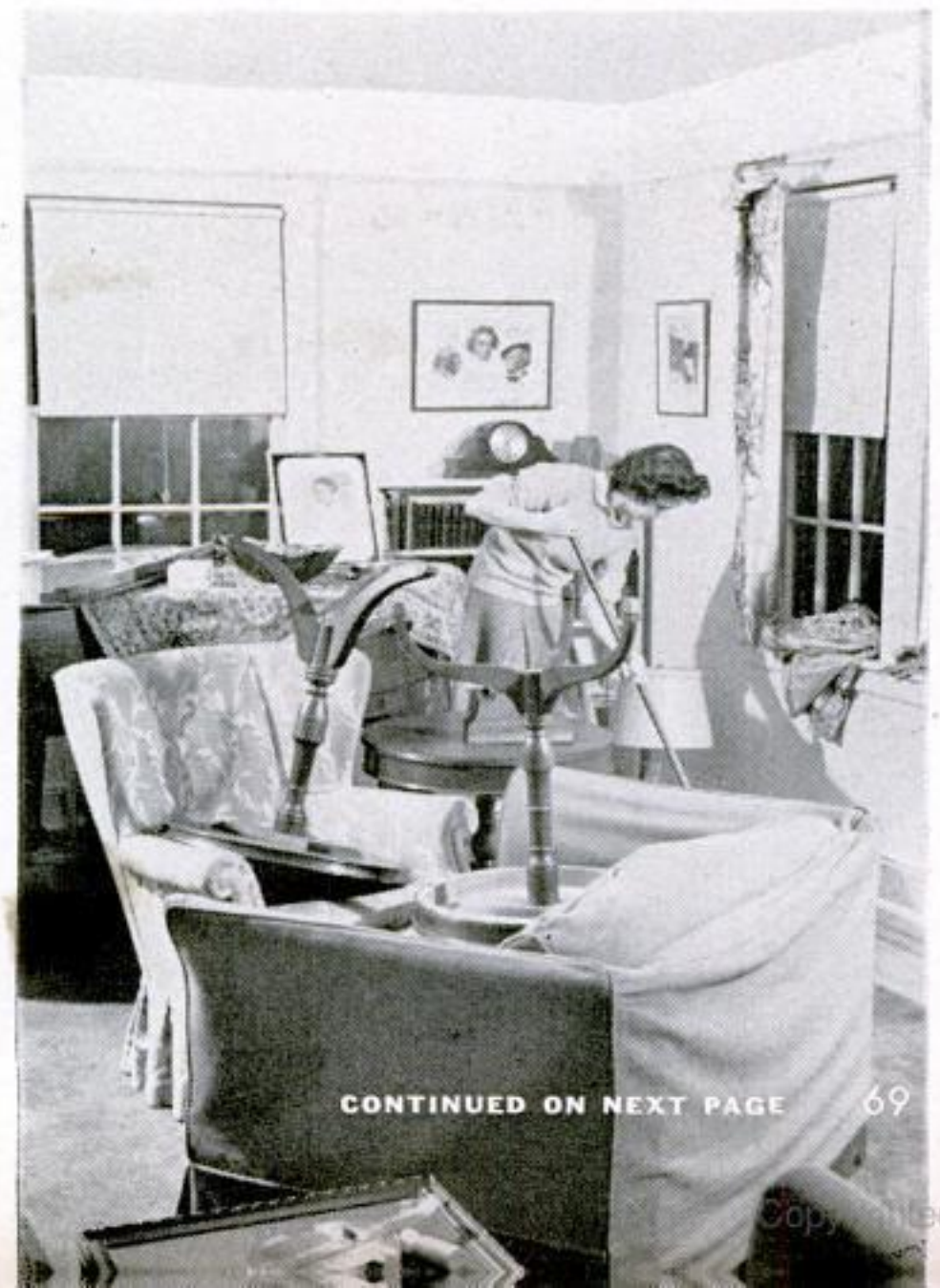
Daily marketing is done by Mrs. Smillie, whose turn it is to cook dinner. Each contributes \$5 a week toward food bill.



chores and pleasures are pooled, shared three ways.

Mrs. Robert J. Donovan, whose daughter Patricia is seven months old, is the wife of an Army private. Mrs. William A. Swartman, whose son William Jr. ("Mike") is 10 months old, and Mrs. W. B. Smillie, whose son Baxter is 23 months old, are both wives of ensigns in the Merchant Marine. They get \$380 a month jointly from their absent husbands' pay which is enough to cover all costs, save for war bonds too.

Morning house cleaning is done by Mrs. Donovan while the two younger children are asleep. Chores rotate every week.



CONTINUED ON NEXT PAGE 69



Midday meal In the living room is shared by Pat (left) sucking on her bottle, Baxter (center) generously offering his chocolate pudding to his mother, and Mike (right) gazing remotely

into space as meat and potatoes are pushed inside him. The mothers buy and prepare their children's food separately because feeding schedules and menus all differ according to age

CONTINUED ON PAGE 72

Doctors Prove 2 out of 3 Women can get More Beautiful Skin in 14 Days!

14-DAY PALMOLIVE PLAN TESTED ON 1285 WOMEN WITH ALL TYPES OF SKIN

READ THIS
of what
the Proved
14-Day
Palmolive Plan
did for
Mary Hensley
of Los Angeles,
Cal.



"My complexion had lost its lovely look. So I said 'yes' quick when I was invited to try the new 14-Day Palmolive Plan—along with 1284 other women all over the U.S.A.! My group reported to a Los Angeles skin doctor. Some of us had dry skins; some oily; some 'average.' After a careful examination, we were given the Palmolive Plan to use at home for 14 days.

"Here's the proved Palmolive Plan: Wash your face 3 times a day with Palmolive Soap. Then—each time—massage your clean face with that lovely, soft Palmolive beauty-lather... just like a cream. Do this for a full 60 seconds. This massage extracts the full beautifying effect from Palmolive lather for your skin. Then rinse and dry. That's all!"

"After 14 days, I went back to my doctor. He confirmed what my mirror told me. My skin was fresher, smoother, clearer! Later I learned many skin improvements had been observed by all the 36 examining doctors. Actually 2 out of 3 of all the 1285 women got see-able, feel-able results. So the 14-Day Palmolive Plan is now my beauty plan for life!"

YOU, TOO, may look for these skin improvements in only 14 Days!

- ★ Brighter, cleaner skin
- ★ Finer texture
- ★ Fewer blemishes
- ★ Less dryness
- ★ Less oiliness
- ★ Smoother skin
- ★ Better tone
- ★ Fresher, clearer color

This list comes right from the reports of the 36 examining doctors! Their records show that 2 out of 3 of all the 1285 women who tested the Palmolive Plan for you got many of these improvements in 14 days! Now it's your turn! Start this new proved way of using Palmolive tonight. In 14 days, you, too, may look for fresher, clearer, lovelier skin!

DON'T WASTE SOAP!
Vital materials needed to win the war are used in making soaps
● DON'T let soap soak in water because soap in water wastes away.
● DON'T let soap rest in wet soap dish—this makes soap soft and mushy.
● ALWAYS moisten the last siver and put it on a new cake. This way you use every bit of soap.

PALMOLIVE

NO OTHER SOAP OFFERS PROOF OF SUCH RESULTS!





Here are the bombs . . .

ON

TARGET

Kodak optical systems

for fire control destroy the legend of
"German supremacy" in lens making

For America's bombsights—which have shown our enemies the bitter meaning of "high altitude precision bombing"—most of "the optics" are made by Kodak.

For our Army and Navy, Kodak also makes 29 of the most complex types of optical systems for fire control—the sighting of guns—including the famous height finder for anti-aircraft.

GERMANY has enjoyed a reputation for world leadership in lens making. But—as so often happens—reputation outlived performance.

Well before Pearl Harbor, Kodak optical research was developing lenses superior to any ever made by anybody, anywhere. An outstanding development has been the perfecting for new, finer cameras of a revolutionary new optical glass which gave lenses greater

speed—definition . . . or could more than double the "field of view" of a fire control periscope.

This glass was immediately incorporated in instruments for fire control . . .

In this war, fought at great heights and distances, effective fire power—hits, not "tries"—is the result of sighting through a series of lenses . . . an optical system . . . which locates, magnifies, and "ranges on" the target.

Army Ordnance experts now report: "We have examined captured German sights and periscopes and, element for element, we are turning out better material."

The effectiveness of American fire power is making history . . . Eastman Kodak Company, Rochester, N. Y.

REMEMBER CORREGIDOR? . . . and the last words over their radio—"Just made broadcast to arrange for surrender . . . everyone is bawling like a baby . . . I know how a mouse feels. Caught in a trap waiting for guys to come along to finish it up." Corregidor is a stern example to us at home. BUY MORE WAR BONDS.

Serving human progress through photography



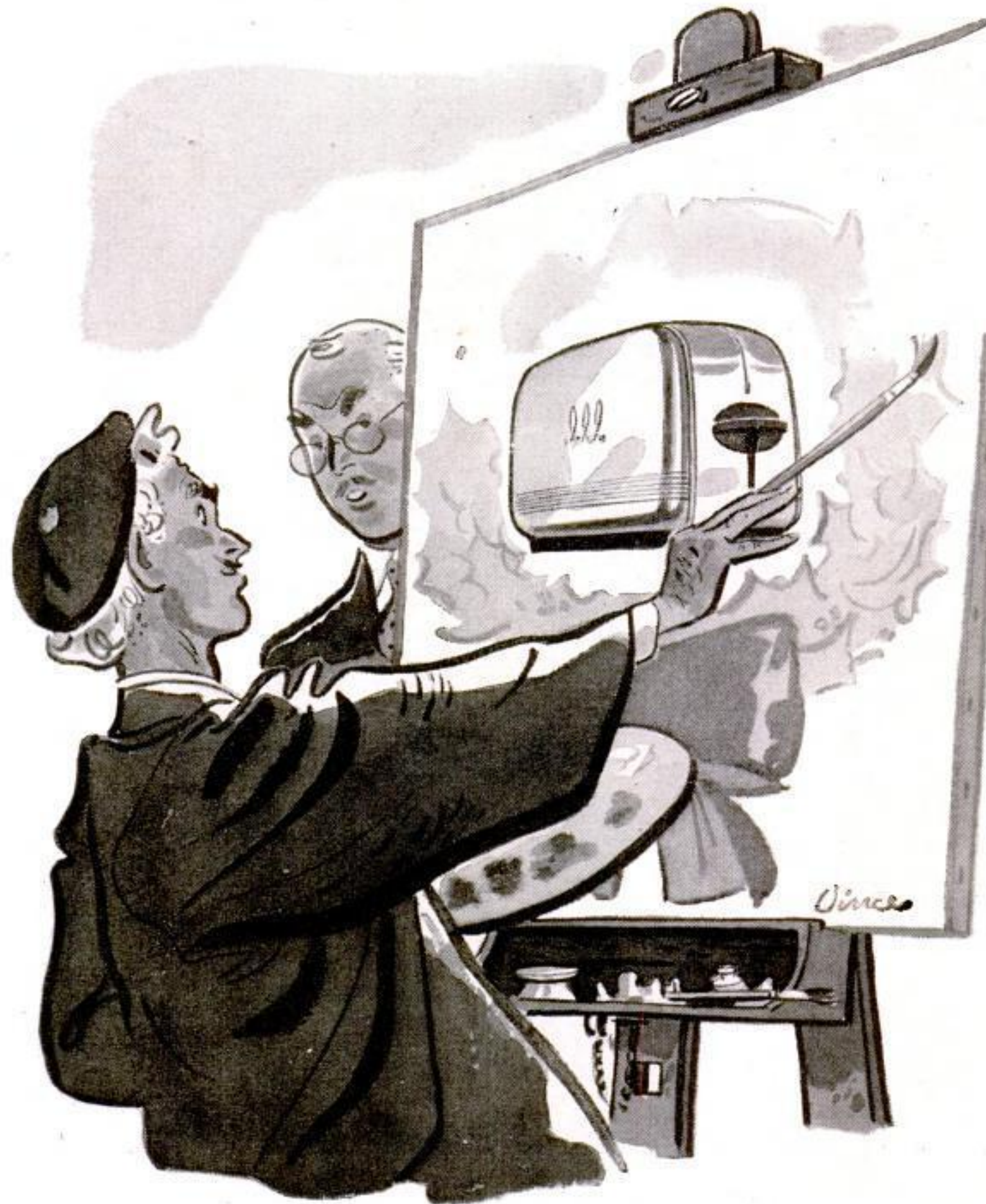
Here is an enemy cruiser
"safe" behind her torpedo net . . .



"On Target" . . .



Drifting bubbles . . . but no cruiser



"IT'S GOT TO BE READY BY CHRISTMAS!"

A beautiful thought! And a world of credit to the devoted husband who lets his wife know that he would give her a *Toastmaster* toaster if he possibly could—and *will*, as soon as he can!

It's definitely something to look forward to . . . *Toastmaster* toast, popped up perfect every time, with no watching, turning, or burning! It's bread in its most appetizing and digestible form, to make war-time breakfasts heartier, and to "extend" scarce or rationed foods! One of these days you must have the toaster that makes it.

Not right now, of course. Our factory is devoted entirely to war work, and proud to be flying the Army-Navy "E." But you *could* buy another War Bond . . . and mark it "Reserved for *Toastmaster* toaster."



SIMPLE CARE . . . FOR YEARS OF WEAR

Even a long-enduring *Toastmaster** toaster lasts longer and toasts better if well treated. Remove crumbs often. Don't risk damaging the heating elements by prying inside with a fork. Don't jerk the cord or coil it around the toaster while hot. Oil occasionally, unless you have one of our latest models. And see your dealer for repairs.

TOASTMASTER *Toasters*

REG. U. S. PAT. OFF.

* "TOASTMASTER" is a registered trademark of MCGRAW ELECTRIC COMPANY, Toastmaster Products Division, Elgin, Ill. Copyright 1943, McGraw Electric Co., manufacturers of Buss Electric Fuses, Clark Electric Water Heaters and Toastmaster Products.



Family laundry (sheets, towels, etc.) is done by Mrs. Swartman at washing machine in basement. Personal and baby laundry is each mother's individual responsibility.



Mothers' dinnertime comes after the children are in bed for the night. Technically, only one does kitchen duty at a time but the other two usually pile in to help her.



Evenings at home are the general rule for all three but sometimes one gets the night off to go visiting or to a movie. The other two knit and read, listen for babies' cries.

CONTINUED ON PAGE 74



HERE'S HOPING FOR A
VICTORIOUS CHRISTMAS
NEXT YEAR!

Call for

PHILIP MORRIS

America's Finest



Cigarette

Quick cure for One Christmas shopping headache



Meet Polly

Polly works on plane parts,
Her hands are stained with grime,
She needs a jar of Pacquins—
Swell tip for Christmas-time!



and Molly

Molly scrubs her house clean,
Her hands get rough and red...
She'd welcome creamy Pacquins
And soft, white hands instead!



also Laurie

Laurie is a "steno"...
Smooth hands her stock in trade.
A gift of greaseless Pacquins
Will help her make the grade.



and Florrie

Florrie's getting ready
To meet her Soldier Beau,
With hands made Pacquins-lovely
For "'neath the mistletoe."

● Have you a Polly or Molly... a Laurie or Florrie... on your list? Don't rack your brains over that "little" gift for her. Or over those other last-minute, low-priced

gifts that pop up. This Christmas, give Pacquins—a girl's own hand-cream choice. More women use Pacquins than any other hand cream in the world!



Make yourself a Christmas present of Pacquins, too! Pacquins was originally made for doctors and nurses, whose hands are in water 30 to 40 times a day! Keep your hands smooth and soft, the way they do!

Pacquins hand cream

At any drug, department, or ten-cent store.

Tripling Up (continued)



Patricia Donovan slithers around in evening bath. Baxter has already had his bath and Mike will get his next. The three babies are as companionable as their mothers.



Mother and child enjoy this bedtime ritual. Youngest babies sleep in room together. Baxter sleeps in mother's room. Other two women are sisters, share third bedroom.



*Norman
Rockwell*

Here is greatness . . .
wonder . . . majesty
. . . a motion picture no
human words can
describe . . . but which
every human heart can
feel . . . and share.

Franz Werfel's
**THE SONG OF
BERNADETTE**

with
JENNIFER JONES • WILLIAM EYTHE
CHARLES BICKFORD • VINCENT
PRICE • LEE J. COBB

DIRECTED BY HENRY KING • PRODUCED BY WILLIAM PERLBERG • SCREEN PLAY BY GEORGE SEATON • A 20TH CENTURY-FOX PICTURE

BALLERINA SMITH

ALEXIS TURNS DANCER

When he was in Hollywood some months ago, LIFE Photographer Gjon Mili watched Alexis Smith walk gracefully by in a Warner Bros. studio and decided that he would like to take some pictures of Alexis as a dancer. Miss Smith is a tall girl, placid almost to the extent of seeming phlegmatic. But when she performed for Mili, she turned out to be an agile dance mimic. As the color photographs on the following pages show, she can do all kinds of dances in a very pretty and lively manner.

Like so many American girls with a hankering for a stage or movie career, Alexis Smith has been dancing ever since she was a kid. When she was 10, she won a scholarship to the Edith Jane School of the Dance in Hollywood. In her teens, she danced a couple of times in choruses at Hollywood Bowl. One of her early movie appearances was in a musical short where she put on a black wig and danced a conga, then changed to a blonde wig and did a Viennese waltz. In her latest picture, *Thank Your Lucky Stars*, which is full of Warner stars doing improbable things, she did an acrobatic ballroom dance. Alexis says half-seriously that she is a disappointed ballerina. Gjon Mili thinks she should be starred in a life of Isadora Duncan. As the pictures on the opposite page make clear, Miss Smith looks very handsome indeed in Isadora Duncan costume.



REPETITIVE-FLASH CAMERA CATCHES LONG-LEGGED ALEXIS SMITH IN THREE PHASES OF A HUNGARIAN CZARDAS (TOP PICTURE) AND IN AN ACROBATIC HANDSPRING (ABOVE)



GARBED IN A SHORT GOLDEN TUNIC, ALEXIS SMITH LEAPS AND SKIPS AND POSTURES IN WAYS THAT ISADORA DUNCAN MADE FAMOUS. LIKE ISADORA, ALEXIS DANCES BAREFOOTED



IN BRIGHT HUNGARIAN DRESS, HER BRAIDS SWIRLING, ALEXIS DOES CZARDAS TURN



WEARING A SHORT, DEMURE BALLERINA'S DRESS, ALEXIS SMITH DOES A CLASSIC ENTRECHAT



IN FLOWING GOWN, SHE MOVES DRAMATICALLY IN THE WAY OF MODERN DANCERS



IN SCANTY, FLASHY LATIN COSTUME, SHE WIGGLES HER WAY THROUGH A HOT-SPOT RUMBA



★
**Someday
 Yuletide Bells
 Will Ring
 Merrily Again**

Someday soon the Yuletide bells will ring again,
 And once more there'll be laughter, joy and mirth,
 Someday Christmas carolers will sing again,
 Those songs we love that tell of "Peace on Earth!"

Someday hearts will beat as they return again,
 The husband, father, son . . . the neighbor's boy,
 Someday Christmas lights will brightly burn again,
 Illuminating faces filled with joy.

Someday we will fill the flowing bowl again,
 And celebrate the season—and be gay,
 Someday soon the Yuletide bells will toll again,
For VICTORY, at last, is on the way!

AMERICANS will observe this wartime "Holiday Season" with but a single thought and purpose . . . the determination to focus all our energies and efforts on final Victory. To speed that glorious day, the House of Seagram urges you to make your most important Christmas gifts—U.S. War Bonds. For, as we have said these many years . . .

**"ONLY THE FINEST IS
 FINE ENOUGH FOR CHRISTMAS"**

Seagram-Distillers Corporation, Chrysler Building, New York

The House of **Seagram** Fine Whiskies Since 1857

Not a Pair

A perfect pair, apparently, and as smart as you'll find in circulation. The actual color photograph tells you that.

Each shoe, however, has a different maker. One is a \$44 hand-made original. The other is a Regal Reproduction, \$6.60 the pair.

And that's something the most prolonged scrutiny isn't likely to reveal. So closely do Regal Reproductions match custom bootmaker originals that even experts can't always tell them apart.

Regal asked Oliver Moore, famed Manhattan bootmaker, for his interpretation of a black town shoe. Then we reproduced this creation in our New England factories,

stitch-for-stitch and leather-for-leather.

We made it in such volume that Regal Stores, from coast to coast, have ample stocks and a full range of sizes. Volume production and sales direct to you make possible, too, the modest Regal price of just \$6.60.

The one price buys Authentic Style, Fine Leather, Sound Workmanship—and Correct Fit. "Prescription Fitting," exclusive with Regal, measures both your feet in sitting, standing, stepping positions . . . leaves no margin for error. Prove Regal quality for yourself at the nearest Regal Store.

All styles, all sizes, one price — \$6.60.
P. S. The Regal Reproduction is on the right in the actual photograph below.



Actual color photograph. One shoe above is an Oliver Moore original; the other is a Regal Reproduction — Style 1376.

REGAL SHOES

SOLD ONLY IN 80 COMPANY-OWNED RETAIL STORES — PRINCIPAL CITIES — COAST TO COAST

• Stores in Atlanta; Baltimore; Birmingham; Boston (3); Brooklyn (8); Buffalo; Chicago (2); Cincinnati; Cleveland; Detroit (7); Hartford; Hollywood; Houston; Jersey City (2); Kansas City; Los Angeles (2); Milwaukee; Newark; New Haven; New York (29 stores in Greater New York); Norfolk; Oakland; Paterson, New Jersey; Philadelphia (4); Pittsburgh; Portland, Oregon; Providence; Richmond; Rochester; St. Louis; San Francisco (2); Seattle; Springfield, Massachusetts; Syracuse; Tacoma; Washington (2); Worcester.

FACTORIES AND MAIL ORDER DEPARTMENT AT WHITMAN, MASS. • WRITE FOR FREE ILLUSTRATED STYLE FOLDER "L-9."



STUDENTS TRAINING FOR OVERSEAS PROPAGANDA UNITS SURVEY LEAFLETS COMPOSED, PRINTED BY THEM. SOON THEY WILL BE PREPARING THEM IN FIELD FOR ENEMY EYES

PSYCHOLOGICAL WARFARE

OWI runs school for propagandists

Hanging fire in the Senate last week was a \$5,000,000 appropriation for the overseas branch of OWI. On its fate depends the expanding operations of a score of foreign outposts through which OWI, in collaboration with the Army, wages psychological warfare on the enemy. To fit men for this the OWI maintains a training center on Long Island from which more than 300 newsmen, radio and printing technicians, and public relations experts have been graduated to date.

The three-week course (for 30 to 40 students at a time) is intensive and ranges from study of the nature of the enemy to commando techniques. In the field these propagandists operate in "combat teams" of two to 10 men each. Mobile equipment for front-

line operations includes trucks carrying printing and broadcasting units, photographic dark room, electrical generator and supplies. Four men have already been killed in line of duty.

Of the value of psychological warfare there can be little doubt. Approximately 80% of Italian prisoners questioned in Sicily had PWB (Psychological Warfare Branch) leaflets in their possession or had read them. When the Italian fleet surrendered in response to a radio appeal transmitted by PWB over international distress-signal frequency, British Admiral Cunningham said: "Tell General McClure they've accomplished in one day with propaganda what I've been trying to do for three years with the Navy."



Staff meeting of Psychological Warfare Branch of General Eisenhower's command is held under Colonel C. B. Hazeltine (center). American and British civilian staff is headed by C. D. Jackson (third from left), formerly vice president of Time Inc.



Davidson Dual Duplicator, about 725 lb. in weight and not much bigger than some office duplicating machines, can turn out both letter press and color offset. These machines print newspapers, leaflets and posters on the spot in captured territories.



Radio Algiers transmitter and its engineer, R. M. Pierce, are credited with "capture" of Italian fleet. Overnight, Pierce rebuilt the set to transmit surrender instructions on the international distress frequency. The Italians followed orders precisely

*Ah-h-h!... that
wonderful BRIGGS!*



The non-stop record for pipe enjoyment is held by the lucky men who've found Briggs tobacco. They all know its enticingly delicious aroma is an understatement of the flavor. For Briggs' soft blue smoke is a mellow blessing on the tongue, rich and gentle and joyous in every tender wisp. (Briggs, you know, is cask-mellowed for years—longer than many costly blends.) So have a record smoke for yourself—try a package of Briggs today.



PRODUCT OF P. LORILLARD COMPANY



Propaganda shell, for British 25-pounder gun, is loaded with copies of *Aetna-Post*, a "newspaper" leaflet which was fired at the Germans in battle around Mt. Etna (see page 84). Bursting charge in the nose of the shell is timed to go off in midair.



Shell is fired by Canadian artillerymen in practice demonstration in Sicily. Gun is laid on the target just as in live shell fire. Shell delivery of leaflets and surrender "passes" is much more efficient and accurate than scattering leaflets from planes.



Leaflets flutter down on Sicilian road in practice demonstration. Accurate shell delivery makes it possible to angle propaganda for effect on specific targets. Thus the *Aetna-Post* carried news and gossip about personnel in German units it was fired at.

CONTINUED ON NEXT PAGE



TEAMWORK!

In this war it's teamwork that counts. We see it everywhere—the Navy cooperating with the Army—Air Force pilots softening enemy defenses for the Infantry—civilians in all kinds of work pulling together on the home front.

The Piper Cub "Grasshopper" plane, too, is teaming-up with many branches of the Service. For example, it works with the Artillery—acting as an aerial observation post. When necessary, the observer sends firing corrections to the battery by radio and the guns drop shells directly on the target. It's this kind of teamwork that is bringing Victory nearer every day.

And when Victory comes, Piper will again serve peacetime Amer-

ica. Then, you can own a smart new Piper Cub plane—a team-mate that will carry you on your business and vacation trips with ease, pleasure, safety and economy.

FREE BOOKLET ON HOW TO FLY. Send today for your copy of "You, Too, Can Fly!" If you also want the full-color Piper catalog, enclose 10c in stamps or coin for postage-handling. Piper Aircraft Corporation, Department L123, Lock Haven, Penna.

16mm. SOUND FILM—"The Construction of a Light Airplane." For distribution points write: Supervisor, Audio-Visual Aids, Extension Services, Pennsylvania State College, State College, Pennsylvania.

★ ★ ★



PIPER Cub

Points the Way to Wings for All Americans

R I speak for ROMA

WINES true to type . .
faithful in flavor . . sound of
character . . reasonable in cost . . .
America's largest-selling wines.



From the heart of
California

ROMA WINES

Roma offers a wide choice of TABLE WINES (Serve Chilled) — APPETIZER
WINES — DESSERT WINES • But, before you buy wine — buy War Bonds

TUNE IN to the Roma Wine Show. On your local Columbia Station every Thursday
night (Monday night on the Pacific Coast). Stars of stage, screen and radio. See your
local paper for station and time. Roma Wine Company . . . Fresno . . . Lodi . . . Healdsburg, Calif.

Psychological Warfare (continued)



Surrender leaflet in the form of a "pass" brought in prisoners in Tunisia.
Phrase at the right says: "You are surrounded. Soon the trap will close."



"The dead do not go home," is the slogan at left. At right: "Prisoners live to see their home again." Reverse side of sheet is formal surrender pass.

AETNA-POST

Nachrichtenblatt fuer Deutsche Truppen in Sizilien

No. 1

11. August 1943



Orel und Bielgorod Gefallen

Der erbitterte Kampf um Orel ist entschieden. Die Festung, die durch die deutschen Truppen im Feldzug von 1941 zuerst erobert wurde und ihnen im Verlauf von zwei harten Winterfeldzügen nicht entrissen werden konnte, ist in russischen Händen!

Damit wird die bedrohlichste Einbuchtung in den russischen Linien ausgemerzt. Eingekesselt vom Norden, Süden und Osten her, sahen sich die Deutschen gezwungen, als einzigen Ausweg den Rueckzug entlang der Eisenbahnlinie Orel-Briansk anzutreten. Dies geschah aus Gruenden strategischer Notwendigkeit, da der durch die russische Offensive gebildete Sack nur eine etwa 16 km weite Oeffnung besass. Was das deutsche Oberkommando die grosse Materialschlacht im Osten nannte, hat mit

einem eindrucksvollen Erfolg der russischen Armeen geendet. Die Russen befinden sich weiter im Vormarsch. Auch Bielgorod, zweimal von den deutschen Armeen in erbitterten Kämpfen erobert, gehoert jetzt wieder den Russen: der Verlust von Bielgorod hat fuer die deutsche Oberste Heeresleitung eine neuerliche schwere Bedrohung des noch in deutschen Haenden befindlichen Industriezentrums Charkow zur Folge. Ferner sprechen die deutschen Wehrmachtsberichte von heftigen Kämpfen am Kuban-Brueckenkopf.

So sieht die deutsche Sommeroffensive aus. Und im Winter?

Der Duce Kam Abhanden

Am Abend des 25. Juli nahm der Koenig von Italien den Ruecktritt des Duce entgegen. Marshall Badoglio wurde mit der Fuehrung der Regierungsgeschaeft betraut und loeste sofort die Faschistische Partei auf.

Das Land war von dem reklamuetuechtigen Faschismus zu einem solchen Grad heruntergewirtschaftet worden, dass der neue Finanzminister in seiner ersten Radiosprache erklarte, die Finanzen Italiens seien in vollkommenem Chaos befindlich, und die Lire sei praktisch wertlos. Zur gleichen Zeit musste Radio Rom den allgemeinen Wunsch der italienischen Bevoelkerung nach Frieden zugeben.

Leaflet "newspaper" was edited for Germans at Mt. Etna and delivered by shell. Front page reports German losses in Russia, fall of Mussolini.



Andre Kostelanetz...

MAKES GREAT MUSIC POPULAR ... POPULAR MUSIC GREAT

HIS MUSIC speaks to millions! There is a vitality in it which captures the imagination of vast American audiences—whether he conducts a symphony, a folk tune, or a hit-of-the-show!

He has a rare feeling for Americana in music. His Columbia Record repertoire includes such masterpieces of symphonic jazz as Ferde Grofé's *Grand Canyon Suite* and George Gershwin's *Rhapsody in Blue*. His *Musical Comedy Favorites* brings you the show tunes you'll always remember—as you'll always want to remember them. For him, Jerome Kern composed the vivid *Mark Twain Portrait for Orchestra*—now yours to enjoy on Columbia Masterworks Records.

And for your special pleasure, there is his *Music of Stephen Foster* and his *Music of Victor Herbert*.

Kostelanetz and his Orchestra now record *exclusively* on Columbia Records. These records are laminated—pressed in layers—with surfaces of highly-sensitized materials. This Sensitone-Surface, exclusive with Columbia, makes possible more lifelike tone and amazing freedom from needle noise.

Enjoy the music of Andre Kostelanetz and other famous artists on Columbia Masterworks Records—now and all through the year! Remember, *Christmas Time is Music Time*. Give Columbia Records!

COLUMBIA

Masterworks

RECORDS

Trade Marks "Columbia," "Masterworks" and  Reg. U. S. Pat. Off.

Prices shown are exclusive of taxes

Columbia Recording Corporation  A Subsidiary of Columbia Broadcasting System, Inc.



Adolf Busch (violin) with the Busch Chamber Players: *Bach's Concerto No. 2 in E Major*. A magnificent work at its best. Set M-MM-530 \$3.50
Beethoven's Sonata No. 9 ("Kreutzer"); Serkin (piano). Set M-MM-496 . \$4.50



Bruno Walter and the Philharmonic-Symphony Orchestra of New York; *Beethoven's Symphony No. 5 in C Minor*. A great performance! Set M-MM-498, \$4.50
Beethoven's Symphony No. 8 in F Major. Set M-MM-525 \$3.50



Edward Kilenyi (piano) with Dimitri Mitropoulos and the Minneapolis Symph. Orch.: *Chopin's Concerto No. 1 in E Minor*. Set M-MM-515 . . . \$4.50
Fourteen Chopin Waltzes, brilliantly performed! Set M-390 \$5.50



Lauritz Melchior (tenor) with chorus, accompanied by Ignace Strasfogel (piano), in a superb new collection of *Danish Song*. Set X-233 \$2.00
Wagner's famous arias, Rienzi's Prayer, and O König. 71388-D \$1.00



Nelson Eddy (baritone): *Patter Songs* from Gilbert and Sullivan, with chorus and orchestra conducted by Robert Armbruster. Set M-440 \$2.75
Concert Favorites; Water Boy, Short'nin' Bread, Boots. Set M-507 \$3.50



It's grand!
I love it! What's
its name?

Lipton's
noodle soup - the
new soup with the
real old-fashioned
homemade flavor!



America's Most Popular Soup Mix!

LIPTON'S CONTINENTAL **NOODLE SOUP**

A prepared soup mix made by the Lipton Tea people, whose rich, fragrant Lipton Tea is bought by more Americans than any other brand.





I speak for ROMA

WINES true to type . .
faithful in flavor . . . sound of
character . . . reasonable in cost . . .
America's largest-selling wines.



From the heart of
California

ROMA WINES

Roma offers a wide choice of TABLE WINES (Serve Chilled) — APPETIZER
WINES — DESSERT WINES • But, before you buy wine — buy War Bonds

TUNE IN to the Roma Wine Show. On your local Columbia Station every Thursday
night (Monday night on the Pacific Coast). Stars of stage, screen and radio. See your
local paper for station and time. Roma Wine Company . . . Fresno . . . Lodi . . . Healdsburg, Calif.

Psychological Warfare (continued)



Surrender leaflet in the form of a "pass" brought in prisoners in Tunisia. Phrase at the right says: "You are surrounded. Soon the trap will close."



"The dead do not go home," is the slogan at left. At right: "Prisoners live to see their home again." Reverse side of sheet is formal surrender pass.

AETNA-POST

Nachrichtenblatt fuer Deutsche Truppen in Sizilien

No. 1

11. August 1943



Orel und Bielgorod Gefallen

Der erbitterte Kampf um Orel ist entschieden. Die Festung, die durch die deutschen Truppen im Feldzug von 1941 zuerst erobert wurde und ihnen im Verlauf von zwei harten Winterfeldzuegen nicht entrissen werden konnte, ist in russischen Haenden!

Damit wird die bedrohlichste Einbuchtung in den russischen Linien ausgemerzt. Einkesselung vom Norden, Sueden und Osten her, sahen sich die Deutschen gezwungen, als einzigen Ausweg den Rueckzug entlang der Eisenbahnlinie Orel-Briansk anzutreten. Dies geschah aus Gruenden strategischer Notwendigkeit, da der durch die russische Offensive gebildete Sack nur eine etwa 16 km weite Oeffnung besass. Was das deutsche Oberkommando die grosse Materialschlacht im Osten nannte, hat mit

einem eindrucksvollen Erfolg der russischen Armeen geendet. Die Russen befinden sich weiter im Vormarsch.

Auch Bielgorod, zweimal von den deutschen Armeen in erbitterten Kaempfen erobert, gehoert jetzt wieder den Russen: der Verlust von Bielgorod hat fuer die deutsche Oberste Heeresleitung eine neuerliche schwere Bedrohung des noch in deutschen Haenden befindlichen Industriezentrums Charkow zur Folge. Ferner sprechen die deutschen Wehrmachtsberichte von heftigen Kaempfen am Kuban-Brueckenkopf.

So sieht die deutsche Sommeroffensive aus. Und im Winter?

Der Duce Kam Abhanden

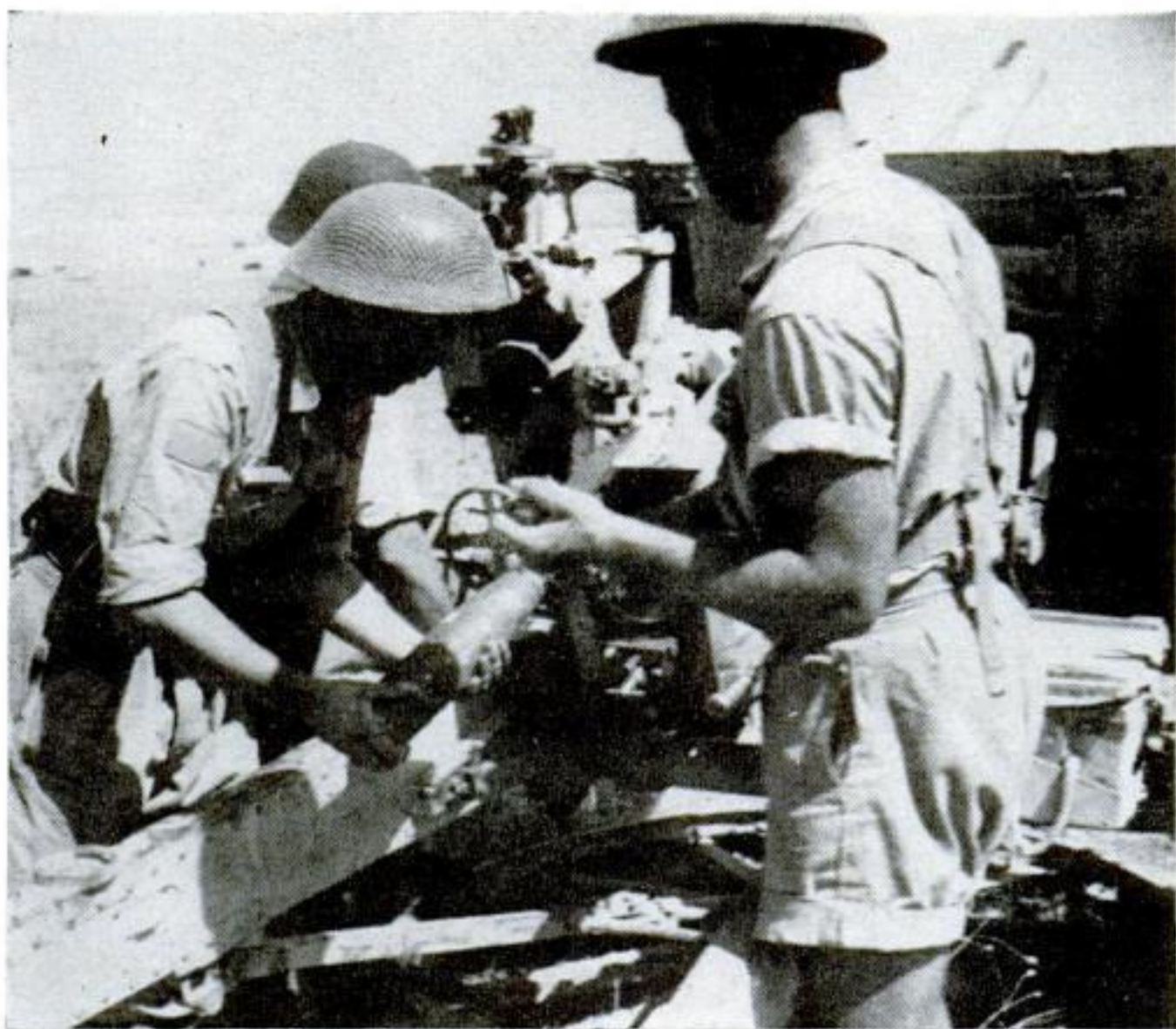
Am Abend des 25. Juli nahm der Koenig von Italien den Ruecktritt des Duce entgegen. Marshall Badoglio wurde mit der Fuehrung der Regierungsgeschaeft betraut und loeste sofort die Faschistische Partei auf.

Das Land war von dem reklamuetuechtigen Faschismus zu einem solchen Grad heruntergewirtschaftet worden, dass der neue Finanzminister in seiner ersten Radioansprache erklarte, die Finanzen Italiens seien in vollkommenem Chaos befindlich, und die Lire sei praktisch wertlos. Zur gleichen Zeit musste Radio Rom den allgemeinen Wunsch der italienischen Bevoelkerung nach Frieden zugeben.

Leaflet "newspaper" was edited for Germans at Mt. Etna and delivered by shell. Front page reports German losses in Russia, fall of Mussolini.



Propaganda shell, for British 25-pounder gun, is loaded with copies of *Aetna-Post*, a "newspaper" leaflet which was fired at the Germans in battle around Mt. Etna (see page 84). Bursting charge in the nose of the shell is timed to go off in midair.



Shell is fired by Canadian artillerists in practice demonstration in Sicily. Gun is laid on the target just as in live shell fire. Shell delivery of leaflets and surrender "passes" is much more efficient and accurate than scattering leaflets from planes.



Leaflets flutter down on Sicilian road in practice demonstration. Accurate shell delivery makes it possible to angle propaganda for effect on specific targets. Thus the *Aetna-Post* carried news and gossip about personnel in German units it was fired at.

CONTINUED ON NEXT PAGE



TEAMWORK!

In this war it's teamwork that counts. We see it everywhere—the Navy cooperating with the Army—Air Force pilots softening enemy defenses for the Infantry—civilians in all kinds of work pulling together on the home front.

The Piper Cub "Grasshopper" plane, too, is teaming-up with many branches of the Service. For example, it works with the Artillery—acting as an aerial observation post. When necessary, the observer sends firing corrections to the battery by radio and the guns drop shells directly on the target. It's this kind of teamwork that is bringing Victory nearer every day.

And when Victory comes, Piper will again serve peacetime Amer-

ica. Then, you can own a smart new Piper Cub plane—a team-mate that will carry you on your business and vacation trips with ease, pleasure, safety and economy.

FREE BOOKLET ON HOW TO FLY. Send today for your copy of "You, Too, Can Fly!" If you also want the full-color Piper catalog, enclose 10c in stamps or coin for postage-handling. Piper Aircraft Corporation, Department L123, Lock Haven, Penna.

16mm. SOUND FILM—"The Construction of a Light Airplane." For distribution points write: Supervisor, Audio-Visual Aids, Extension Services, Pennsylvania State College, State College, Pennsylvania.

★ ★ ★



PIPER Cub

Points the Way to Wings for All Americans

ARTIFICIAL BREEDING

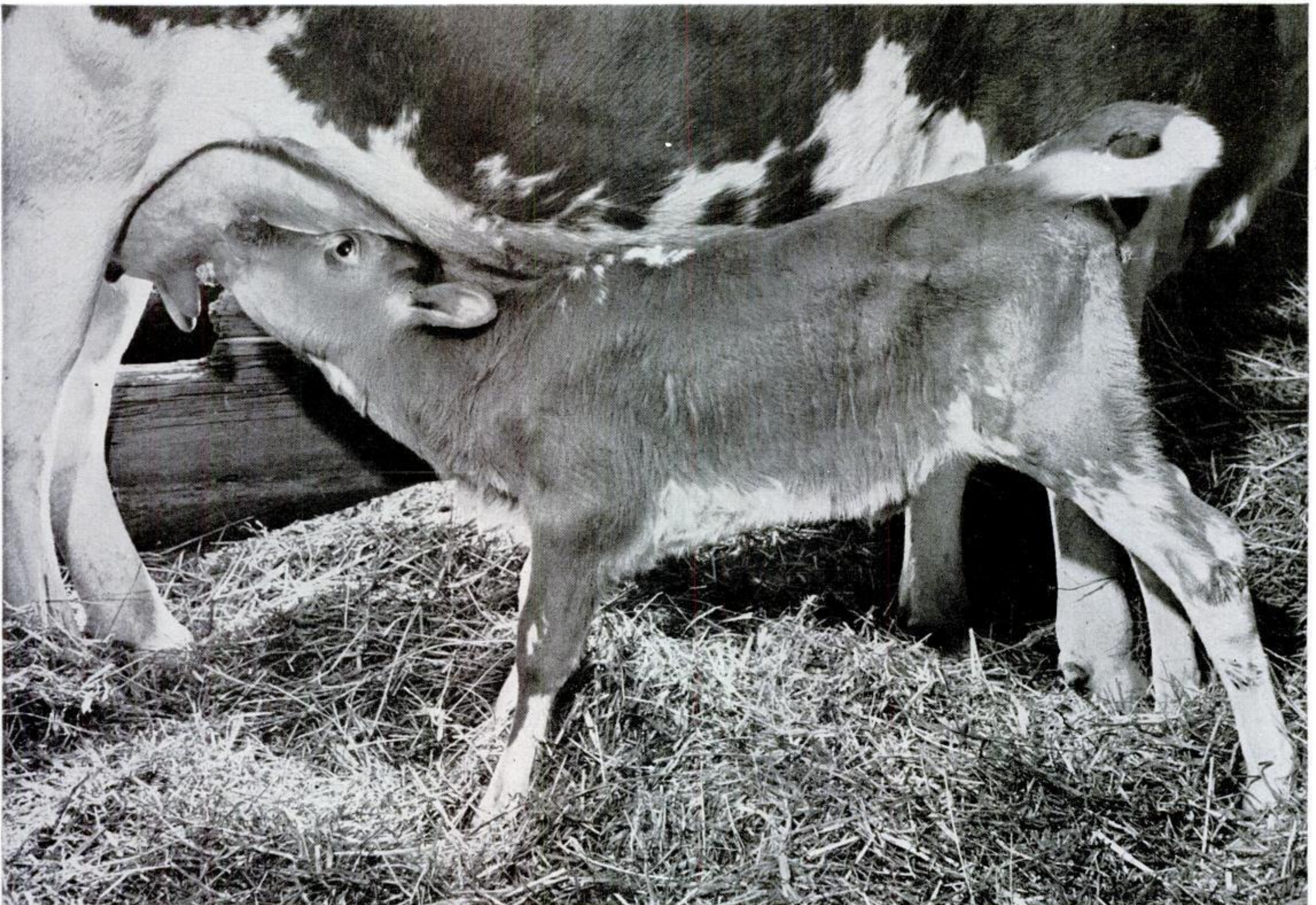
IT PRODUCES BETTER CATTLE

Artificial breeding of dairy cattle has been in systematic use in the U. S. for only five years. Yet more than 100,000 artificially bred calves were born this year in Wisconsin, Minnesota and New York, the biggest dairy states. Within 20 years, a majority of the high-producing cows in the country will never see the bulls to which they are mated. Result will be a revolutionary improvement in the American cow and a great increase in production of dairy products.

In artificial mating semen taken from the bull is shipped out to trained men who inject it into cows that are ready for servicing. Instead of relying on a local bull of mediocre breeding, an ordinary farmer can breed his cow to the finest sires. Cost would ordinarily be prohibitive. But the amount of sperm solution which in natural mating would produce only one calf can be diluted to produce a possible hundred calves by the artificial method. This brings cost way down. A purebred bull can thus be used to service great numbers of cows. Through artificial breeding U. S. bulls in the postwar can rebuild or raise the standard of herds everywhere in the hungry world.



DUNLOGGIN MASTER EDUCATOR Sired 1,235 CALVES IN YEAR ARTIFICIALLY. CALVES BY NATURAL METHODS: 100



Artificially bred calf suckles at udder of mother who is also product of artificial breeding. Both are much more valuable

to farmer because of their proven sires. Ultimate result of artificial methods will be to decrease numbers of U. S. bulls

but vastly improve their quality. Today increasing numbers of proven bulls are mated only by artificial methods.



RONSON
WORLD'S
GREATEST LIGHTER



Built for Service
NOW and LATER



RONSON, World's Greatest Lighter, is rendering distinguished service among our armed forces, the world over. Because its "Press—it's lit! Release—it's out!" action is the safest and most convenient action made. Because each part is built to withstand the toughest handling a serviceman can give it. Because, "when Johnny comes marching home"—and may it be soon—his RONSON will still be a trim, useful companion—ready to give him added years of peacetime service and enjoyment.

Yes sir, every RONSON's built for service, NOW and LATER!

If your boy in service needs a RONSON and if your dealer can't supply you, send that boy \$5 so he can buy his own.* (\$5 will more than cover the cost, with enough left over for at least a carton of cigarettes.)

*RONSONS are made today for our armed forces only and are obtainable by them thru government agencies. Available to civilians, as usual, after Victory.

To Civilian and Military Owners

If your RONSON needs attention, send it to RONSON (Service Dept., Newark 2, New Jersey) for servicing at minimum cost.



How to get the most out of any Lighter



RONSON Lighter Accessories are being used by our forces all over the world. But happily, they are still available to civilians here!

To get the most out of your lighter, ask for RONSON REDSKIN 'FLINTS.' The distinctive 'REDSKIN' coating is

your guarantee of high quality—extra-length, tempered hardness, showers of sure-fire sparks, freedom from powdering, and other deterioration. Also ask for RONSONOL FUEL—quick lighting, clean burning, and RONSON WICKS—high absorption, long service.

Best for All Lighters

RONSON
LIGHTER ACCESSORIES

By RONSON, World's Greatest Lighter

AVOID INFERIOR IMITATIONS

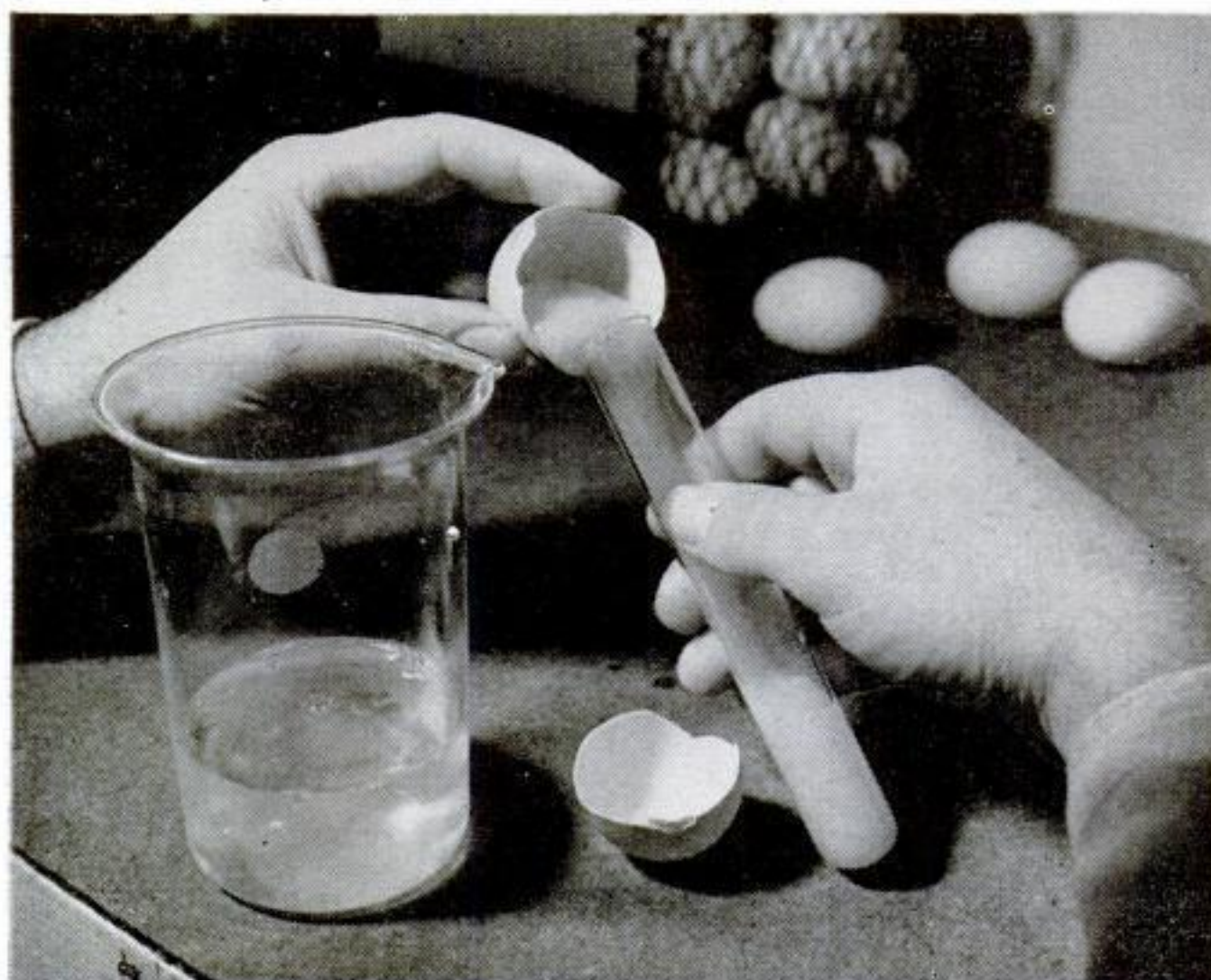
ACCESSORIES AVAILABLE TO CIVILIANS TOO AT RETAILERS 'MOST EVERYWHERE

★ ★ BACK THE ATTACK—BUY MORE WAR BONDS ★ ★

Artificial Breeding (continued)



Sperm solution is stored in test tubes. Here it is being examined by technician. Each tube contains solution from one bull and the rack represents a possible 500 calves.



Food for spermatozoa is made of egg yolk and sodium citrate solution. This mixture, kept at the proper temperature, maintains fertility of the tiny cells for seven days.



Solution is cooled slowly in water placed in the refrigerator. Lower temperature slows down life processes of the spermatozoa so they live longer. Ideal temperature is 40° F.

CONTINUED ON PAGE 96



A Merry Christmas to Old Gold's million new friends

and to all our old friends . . . the men and women in the services abroad and at home . . . the workers on the production front . . . our friends in the tobacco business . . . our own people who are in the armed forces . . . and all the others who are doing so much to make our future Christmases happier.



The best Christmas gift is a War Bond

LISTEN TO: Sammy Kaye's Band and Guests, Wednesday Evenings, CBS Network • Bob Crosby and His Orchestra, Sunday Evenings, NBC Network

Adventures of
LONGINES
THE WORLD'S MOST HONORED WATCH

The watch of the Dean of women pilots

This is the Longines Watch of Ruth Rowland Nichols, the earliest to be licensed of women pilots actively flying today. She mixed aviation training with a Wellesley education and makes flying her life work. The Longines Watch was presented to her when she broke the world's altitude record for women in 1931 and since then it has been with her on all her major flights. ¶ Ruth Nichols is the only woman ever to have held the three international feminine aviation records for altitude, speed and distance, at one time. Now national director of Relief Wings Inc., she was cited by the General Federation of Women's Clubs as one of three women pioneers who contributed most to aviation. ¶ Longines is proud that the dean of women fliers, like so many other famous aviators, has always relied on Longines Watches for the serious business of piloting an airplane.

*From documents in our files

Longines-Wittnauer Watch Co., Inc., New York, Montreal, Geneva; also makers of the Wittnauer Watch a companion product of unusual merit.

Longines
WINNER OF 10 WORLD'S FAIR GRAND PRIZES
AND 28 GOLD MEDAL AWARDS



The beating heart of every Longines Watch is the Longines "Observatory Movement," world honored for greater accuracy and long life. *Reg. U. S. Pat. Off.

Artificial Breeding (continued)



For shipping tubes are packed around balloon filled with ice, then wrapped in insulated paper, boxed and mailed. Each tube is marked with pedigree number of bull.

PEDIGREED BREEDING COSTS ONLY \$5

In most cases, a farmer who wants to adopt artificial breeding joins a cooperative organization which owns a group of purebred bulls. The cooperative whose work is shown here is the New York Artificial Breeders' Cooperative which functions with the advice of Cornell University. A farmer pays \$5 to join the cooperative, plus \$1 for every cow he lists. For every servicing, he pays \$5, half of which goes to the cooperative and half to the inseminator. If first servicing does not impregnate the cow, inseminator will breed the cow a second and third time without extra charge.

The inseminator is a specially trained man, often a veterinarian, to whom the cooperative sends regular supplies of solution. When his cow is ready for breeding, the farmer notifies the inseminator who comes over and performs the artificial mating in the farmer's barn. This saves the farmer the trouble of carting his cow to a neighborhood bull or, even more, the trouble and expense of keeping a bull of his own. Danger of contagious disease is also lessened. Artificial insemination is driving from the scene the scrub bull which has been largely responsible for the low production record of the average American cow.

Artificial breeding has been widely practiced in the Soviet Union for 20 years and has been of huge value in improving Russian herds. A few years ago an Argentine cattleman went to great expense to import by airplane sperm from a prize U. S. bull for one of his prize cows. After the war, such international interbreeding will be less expensive and more common.



Trained inseminator prepares to service cow. He receives solution shipment every day or every other day so that he always has fresh supply when farmer calls on him.

Brentwood
MIRAPACA
THE WONDER SWEATER

Mirapaca... America's most advertised sweater... will give you wearing pleasure for many seasons. Light in weight, warm, and feathery soft... it radiates an air of smartness that all lovers of fine sportswear admire. For business or leisure wear there's nothing like a Mirapaca... **\$6.00**
America's Sweater Favorite.

Prices slightly higher west of the Rockies
BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK

THE GIFT HE'D PICK
for
HIMSELF

PERSONNA
Precision Double Edge Blades
GIFT BOX OF 50 \$5

A grand present... a year of the smoothest, cleanest, most comfortable shaves known to man. Personnas are precision made, hollow-ground, leather-stopped... perfect, every one.

PACKAGE OF 10 PERSONNAS, \$1.00
New! PERSONNA Blade Mail For Servicemen anywhere, any time \$1

SOLD AT ALL GOOD STORES
If your dealer cannot supply you, send check or money order to Dept. B.

PERSONNA BLADE CO., INC.
599 MADISON AVE., NEW YORK 22, N. Y.



Each of these whiskies is distilled only in its own distillery. This is the historic Old Taylor Distillery at Frankfort, Kentucky, which, until Pearl Harbor, had been for generations, exclusively devoted to the making of OLD TAYLOR Bonded Whiskey.



A PLEASURE THAT HAS NEVER CHANGED

At a time when grim necessity has forced so many changes, it's pleasant to know that these five historic whiskies have not been changed.

For generations past they have been America's great whiskies and National Distillers has a very natural pride in protecting their matchless quality.

And then, of course, there is the fact that

they can't be changed, because of the provisions of the U. S. Bottled-in-Bond Act which so rigidly specifies how bonded whiskies must be made.

Thus you have a *double* assurance of pre-war excellence when you call for one of these memorable bonds.

Reserves are limited, of course. If your dealer cannot always supply you, please try again.

America-at-war "lives" in a



More than a billfold—a Buxton's also a "pocket-file" for gas ration books, military or war plant passes, war bonds and savings stamps. It's the gift of the year!

THE capacity of this wafer-thin Lady Buxton will astonish you! It has a patented "give-and-take" construction not found in ordinary billfolds. It expands as you fill it full—then "slenderizes" to its "just-bought" shape when you lighten the load.

Women who've never carried billfolds before are delighted to see how competently a Lady Buxton organizes money, shopping lists, gas ration book, license—yes, and provides space for war stamps, keys, coins, etc.

Put Lady Buxton on your Christmas Gift List.

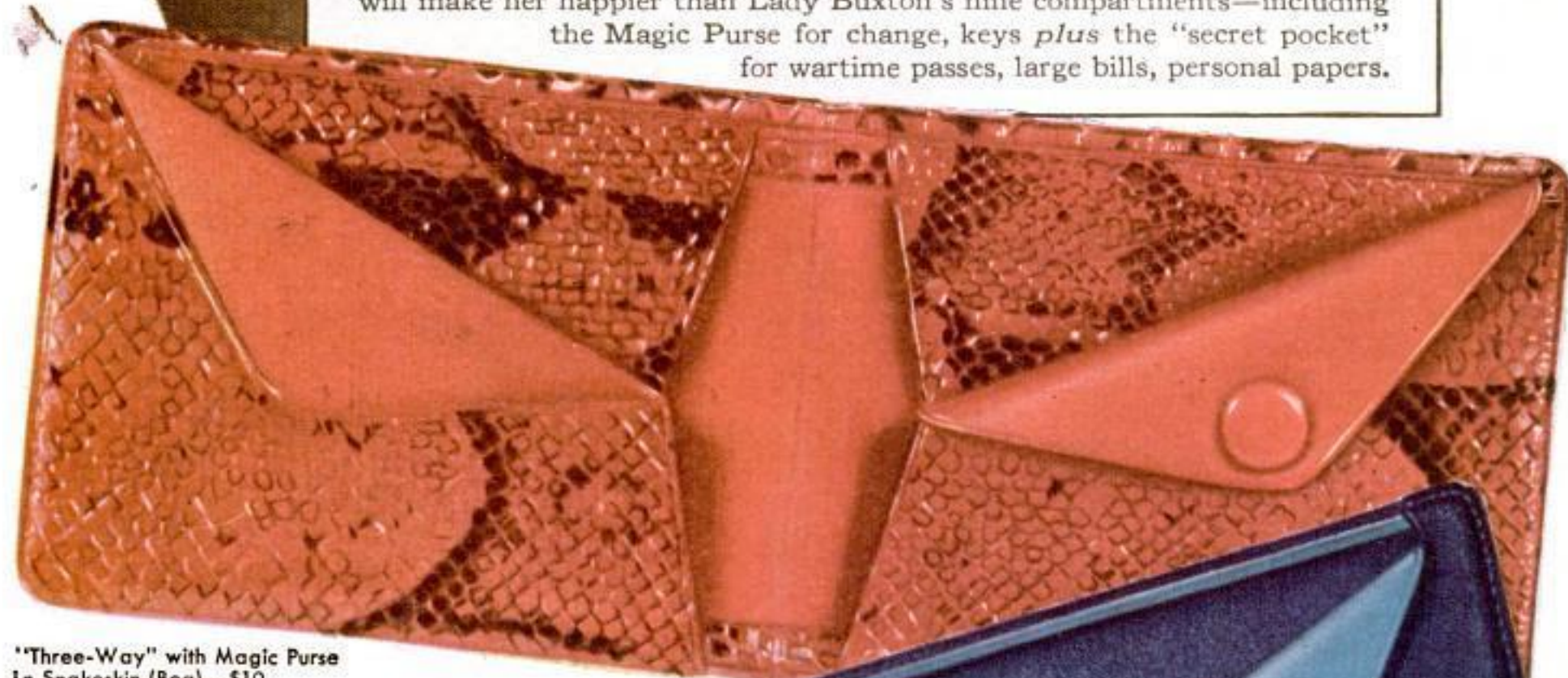
For the girl in uniform—a Lady Buxton's an essential!

When a girl is faced with the prospect of "living" in a billfold—nothing will make her happier than Lady Buxton's nine compartments—including the Magic Purse for change, keys *plus* the "secret pocket" for wartime passes, large bills, personal papers.

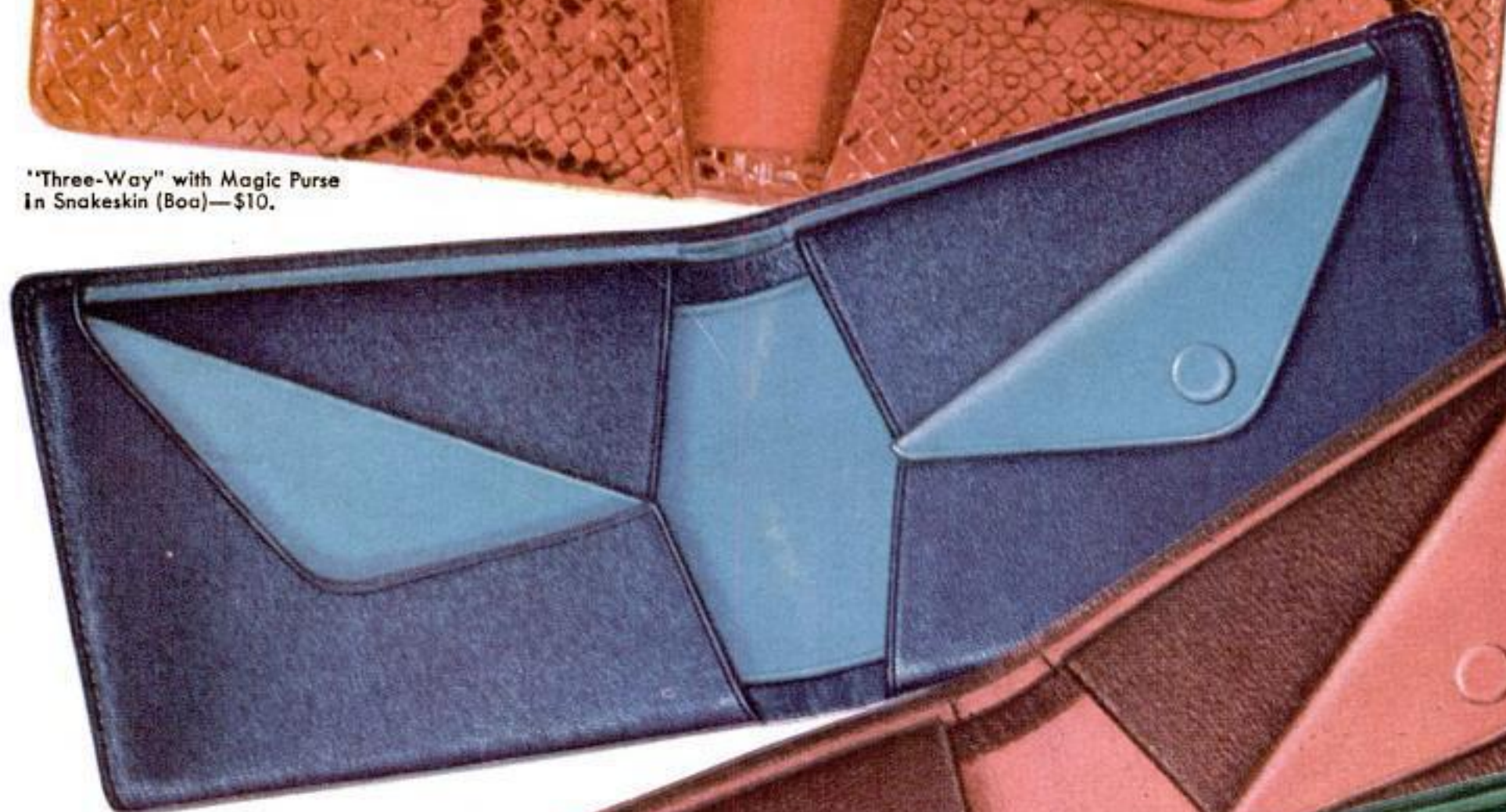
A MAGIC PURSE— completely removable in a jiffy!



The Magic Purse unsnaps for solo use. Easy to take out—just as easy to lock back into billfold with the patented "flaplock."



"Three-Way" with Magic Purse in Snakeskin (Boa)—\$10.



"Three-Way" with Magic Purse in Goatskin—\$5.



"Three-Way" with Magic Purse in Sheepskin—\$3.50.

Open window model in Sheepskin—\$2.



Buxton!

For a fighting man— A STITCHLESS BUXTON

It's guaranteed to last as long as the leather itself—or a new billfold FREE!

A fighting man's billfold goes wherever he goes. It's got to withstand *heat, humidity, rain, sweat* in the tropics... *cold and wet* in the north... *day-after-day of rough usage*.

That's why a fighting man—or any active man—needs a *stitchless* BUXTON. It depends on neither thread nor glue to hold it together. Its *patented*, one-piece self-interlocking construction is guaranteed to last as long as the leather itself!

9 out of 10 service men want billfolds... that's shown by an impartial poll made for department stores—not by Buxton. But give him a billfold that'll last—a *stitchless* Buxton.



Men's Stitchless
"3-Way" in India
Goat—\$5.

Buxton "3-Way"

3 BILLFOLDS FOR THE PRICE OF ONE!



1 A regular pocket-file! 3 full-length compartments, 8 smaller ones. Plenty of room for a man who "lives" in his billfold.

2 A second fold! Lift it out. It's a complete, streamlined billfold to tuck away in an inside pocket or leave in a hotel safe.

3 A secret pocket—a third billfold! Simply reverse inner fold. It becomes a swell hideout for large bills, personal papers, snapshots, etc.

Buxton, Inc., 4358 Orleans St., Springfield 1, Mass. or
Dept. Z, 47 West 34th St., New York 1, N. Y.

Men's Stitchless
"3-Way" in Grained
Goat—\$3.50.

Men's Stitchless
Window model with
partition in Grained
Goat—\$3.

Men's Stitchless
India Goat with
partition—\$3.50.

give a **Buxton**

Name _____ Tel. No. _____
Street _____
City _____
State _____
In case of accident or serious illness, please notify
Name _____
Address _____



THE POPLARS OF KASHGAR stand near the road between the old and new cities. Here Photographer Vandivert followed

a small boy who was collecting dung for fuel and was led to this grove around a water tank. Trees are a fairly rare item

in Sinkiang. The most famous are the willows planted along the road from China by General Liu Chin during the 1870's.



IN GREEN ILI RIVER VALLEY VANDIVERT AND WHITE PITCH THEIR TENTS BESIDE THE YURTS OF TATAR SHEPHERD NEAR KULDANAN SU. TATAR CAMP WAS PACKED UP AND MOVED IN 30 MINUTES

SINKIANG

LAND AT THE BACK OF NOWHERE

A space nearly three times as big as Texas has been a virtual blank on the map. That space is Sinkiang, where the U. S. S. R., China and India meet. The first accurate report on this mysterious land, since Owen Lattimore in 1927, was brought back from Sinkiang by a LIFE expedition headed by Photographer William Vandivert and Correspondent Theodore H. White. As shown in LIFE last week, Sinkiang is chiefly famed for the waste of the Taklamakan Desert. Its northern half along the rims of the mountains is however a green and pleasant land which is shown here.

The big news about Sinkiang is that the U. S. S. R. has now given it back to China. Sinkiang is therefore a shining omen of Russia's intentions at the peace table.

CELESTIAL LAKE IN CELESTIAL MOUNTAINS SOUTH OF TIHWA IS FED BY MELTING SNOW. THE RUSSIANS HAD USED IT FOR A CRUDE IRRIGATION SCHEME THE CHINESE ARE NOW IMPROVING





KIRGHIZ, many of whom fled the Soviet rule, number about 60,000 in Sinkiang. They are shepherds of upland pastures, are an attractive and civilized people.



TATARS from European Russia are, with the Uzbeks, most exclusive people in Sinkiang, rarely marry other races. They have high social rating, many are rich. This Tatar is Latif Yuivashev.



KAZAKS, also refugees from U. S. S. R., impressed Photographer William Vandivert as shiftiest people in Sinkiang. They are nomads and bandits and consume huge quantities of kumiss liquor.

CONQUEST LEFT A LITTER OF RACES

There are only 3,700,000 people in huge Sinkiang, but they are a cross index of the invasions and counterinvasions of the past 2,000 years. The dominant people are the Uigurs who have been here since long before Genghis Khan rode out of the deserts to the east. It was their bad luck to be sitting on the only possible horseman's road from China to Central Asia and Europe, along which all the conquerors of Europe rode. Most of the present peoples of Sinkiang are refugees from somewhere else. Kirghiz, Tatars, Kazaks and Uzbeks fled from the Communists of the U. S. S. R. The Mongols fled the czars. The White Russians fled the Russian revolution. The Chinese fled before the Jap conquest of Manchuria, coming by way of the U. S. S. R. to Sinkiang in 1931. Most of these peoples speak various dialects of Turkish and can understand one another. The Mongols and

Russians have their own languages. But the official and scholarly language is Chinese, though the Chinese in Sinkiang number only 182,000.

The Chinese rule Sinkiang. Every now and then (1870, 1932) they have to contend with a rebellion of the Moslem masses, usually led by Chinese-speaking Moslems. These rebellions periodically bathe Sinkiang in blood. The massacres, though generally unreported, are spectacular. Of the Chinese, the merchants are from Tientsin, the peasants are from Kansu and Shantung, the governing class (*see pp. 100-101*) is from Manchuria. Most of the officials today were officers in the forgotten Manchurian army of 10,000 men who retreated before the Japanese invasion.

The blood strains to be found now in Sinkiang are hopelessly mixed since most of the motley races intermarry freely except for snobbish Tatars and Uzbeks.

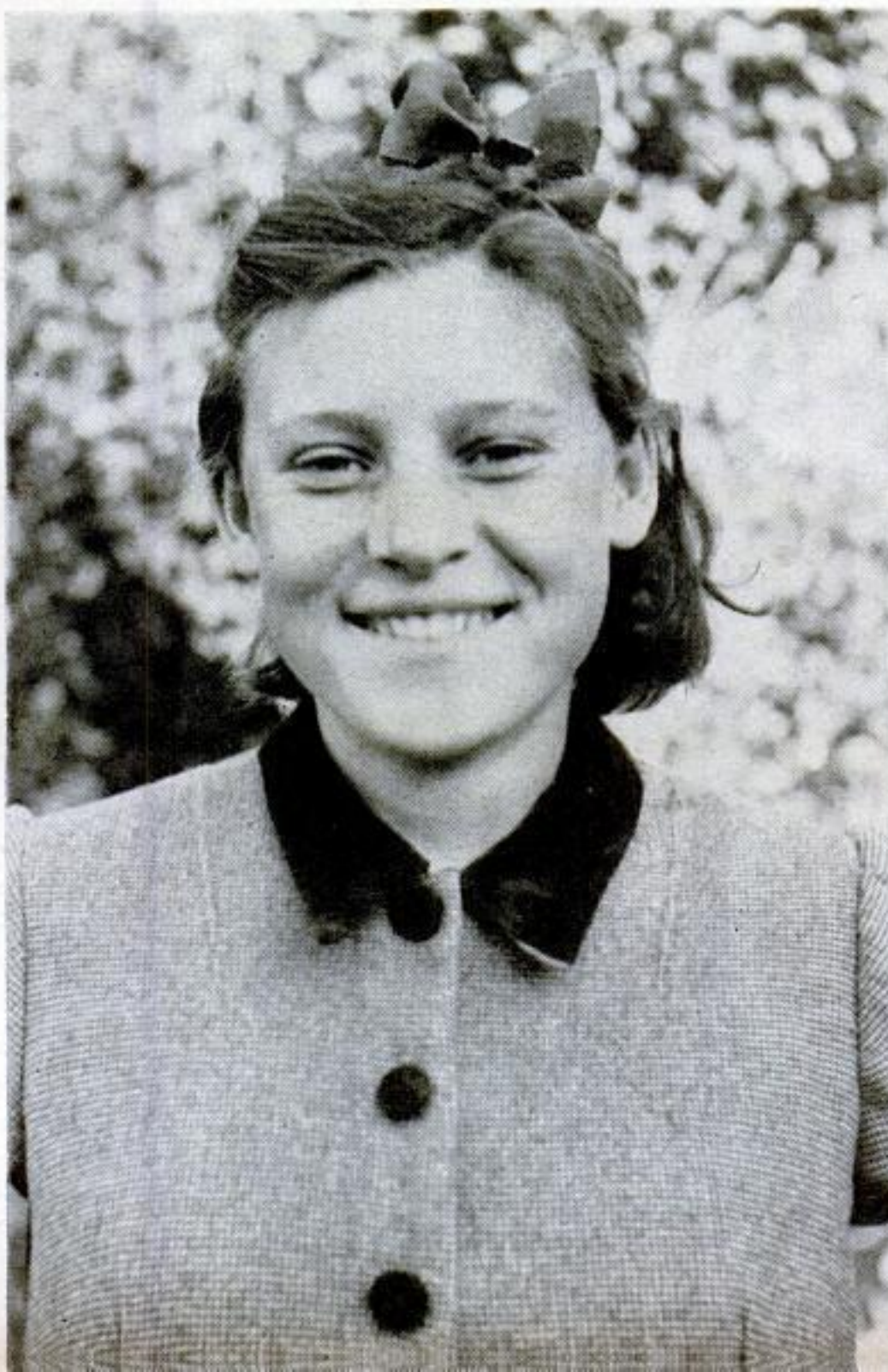
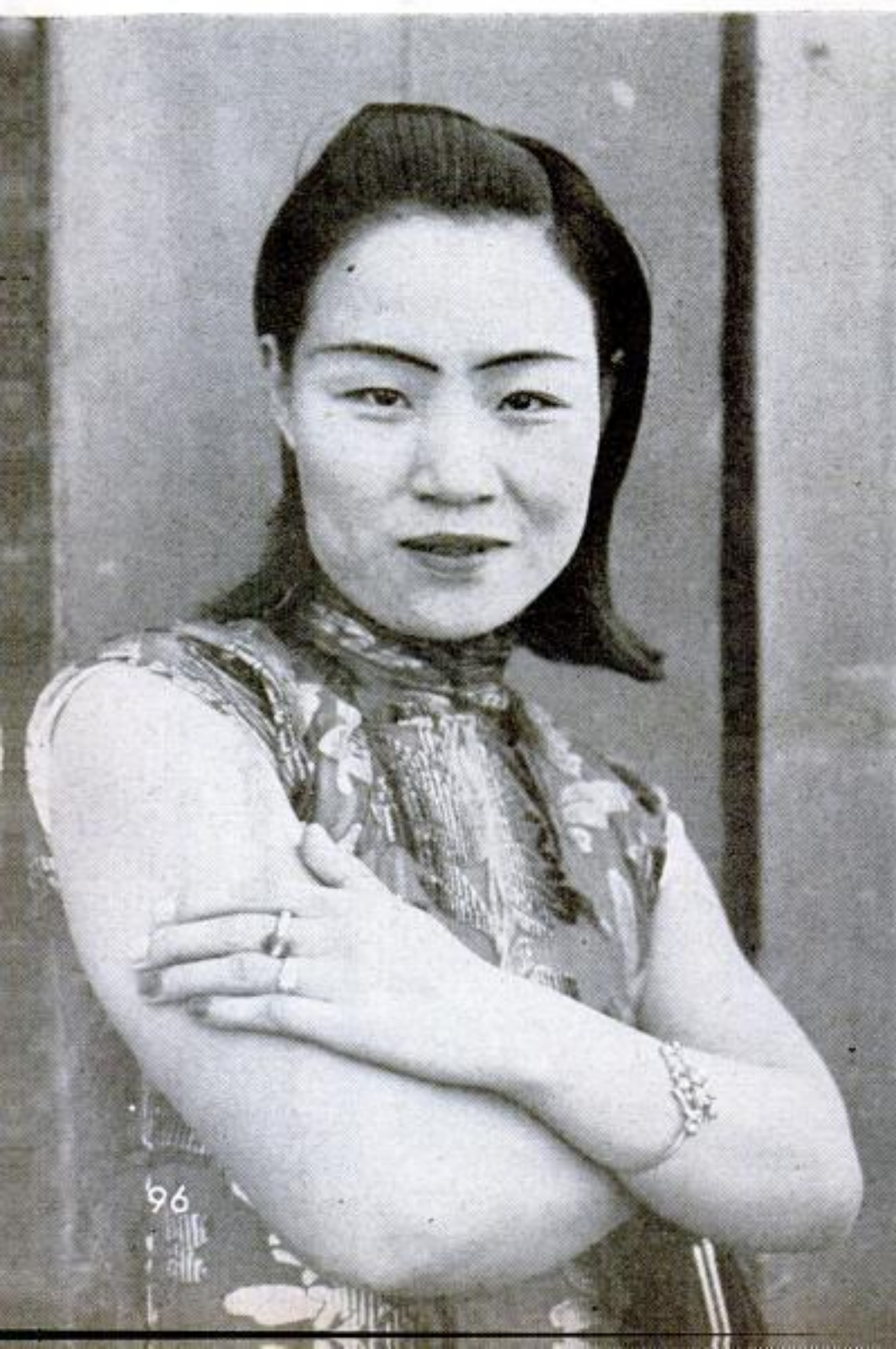
CHINESE, numbering 182,000, are Sinkiang's merchant and ruling class. This is the wife of a merchant from Peiping. Most Chinese are refugees from Manchuria.

WHITE RUSSIANS number some 14,000, the remains of the 1920 counterrevolutionary armies of Generals Dutov and Annenkov. They are mostly peasants and laborers but include some clerks.



UIGUR CHILD CARRIES BUNDLE IN HANDKERCHIEF IN TIHWA

UZBEKS, shepherds who come from the high Pamir Mountains of U. S. S. R., are as exclusive as the Tatars. This is an Uzbek dancing girl who has blackened her eyebrows before her performance.





UIGUR DANCER is not doing a Ballantine Ale "handy." Dances consist more of handwork and head-weaving than of footwork. Uigurs number 2,700,000 of Sinkiang's 3,700,000 and

are the chief landowners. They have been here since year 800. Originally nomads, Uigurs were converted to Manichaeism, under which they could not eat meat or dairy products, hence

were obliged to settle down and grow vegetables. They are Turks (a language classification), like the Tatars, Uzbeks, Kazaks, Kirghiz. Genghis Khan and Tamerlane conquered them.



BUDDHIST CAVE TEMPLES NEAR ROAD BETWEEN TIHWA AND KASHGAR HAVE BEEN GUTTED BY GERMAN ARCHEOLOGISTS



ENTRANCE TO THE BUDDHIST CAVE TEMPLE, SEEN AT EXTREME

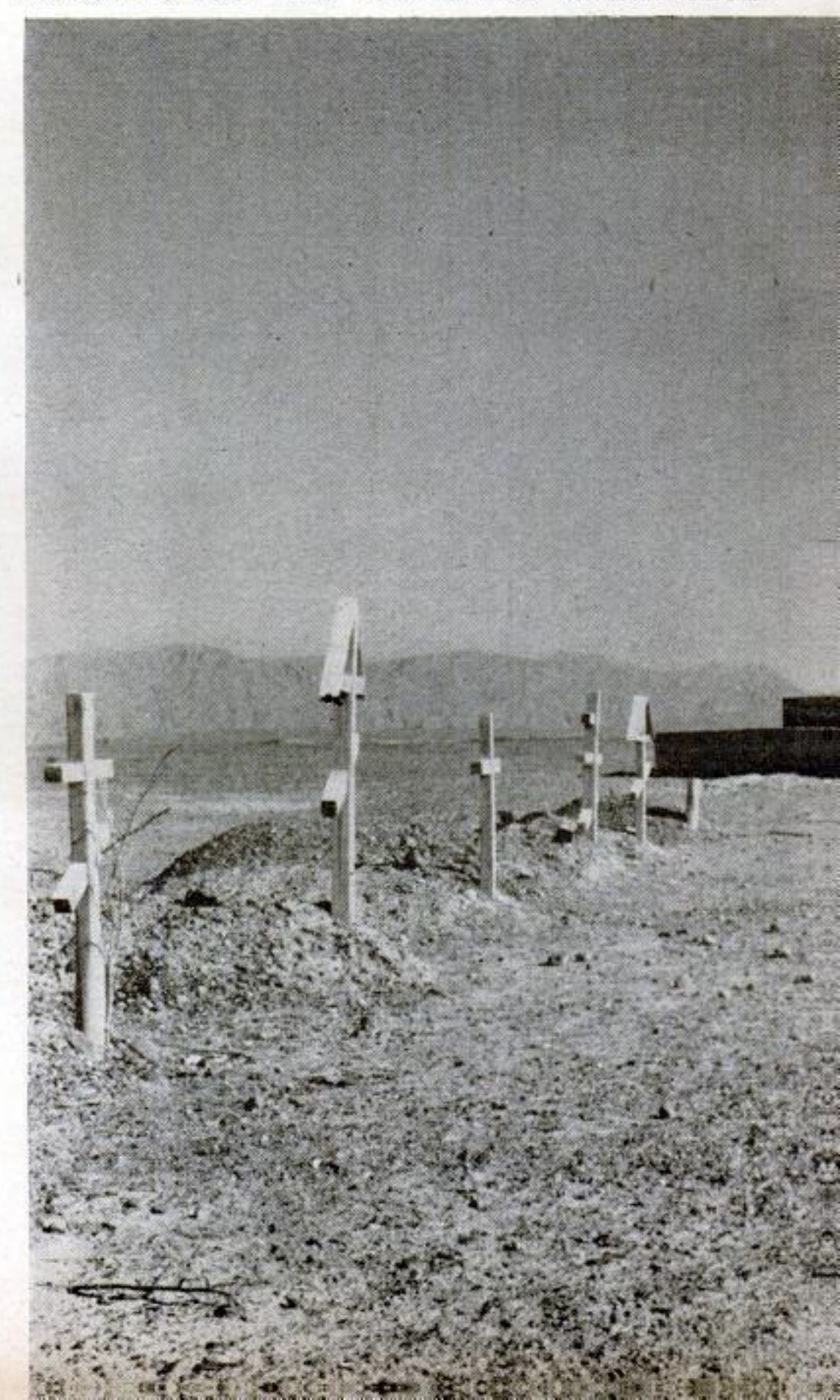
OLD STERILE DEATH LEAVES ITS MARK OVER SINKIANG

The dry air of Sinkiang preserves the mummified remains of uncounted ages of anguished history. Some of the vestiges are shown on these pages. Religious intolerance committed the desecration shown at upper right. The religious war of 1932-37 between Moslems and Chinese left the reminders of past death below. The last great bloodletting was that of the 26-year-old Tungan Napoleon, Ma Chung-ying, who rode out of Kansu in 1932. Burning, looting, raping, he all but exterminated the Chinese population in the southern mountains and leveled the wall cities of the

MOSLEM CEMETERY NEAR AKSU LOOKS LIKE A GHOST CITY. DRIVERS USUALLY GO THROUGH HERE IN A TEARING HURRY



MEMORIAL TO MEN WHO DIED FIGHTING MOSLEM RABBLE-





LEFT OF THE PICTURE AT LEFT, OPENS ON SCENE AT RIGHT



RELIGIOUS INTOLERANCE OF MOSLEMS LED TO CAREFUL DEFACING OF THE PICTURES OF BUDDHA IN THIS FINE MURAL

oases. He was finally defeated by a combination of Chinese under Sheng Shih-tsai, three White Russian regiments and Soviet airplanes that strafed Ma's cavalry. Ma is now supposed to be in the U. S. S. R.

As a result of that Russian aid, Governor Sheng permitted the Soviets to install a Soviet military garrison at Hami, in Chinese uniforms. Russia poured technicians, advisers, engineers, doctors, movies and money into Sinkiang and set up a line of airfields on way to China. In 1942, the U. S. S. R. was preoccupied with Germany and

Sheng got in touch with the Chungking government of China. In August 1942, Madame Chiang Kai-shek flew secretly out to Sinkiang to take the measure of Sheng. In January of this year a branch of Chiang's Kuomintang organization was set up at Tihwa. U.S. and British consulates soon followed to Tihwa. Soviet slogans and banners came down and Chinese slogans went up. Russia pulled out all its oil machinery and its garrison and once more, as in the Han and T'ang dynasties, the allegiance of Sinkiang went wholeheartedly to the central Chinese government.

ROUSER MA HO SAN IN 1937 INCLUDES RUSSIAN CROSSES



KUCHA WAS BURNED IN 1937 BY MOSLEM ARMY WHICH MASSACRED THOUSANDS OF CHINESE OUTSIDE WALLS OF TIHWA





GOVERNOR SHENG SHIH-TSAI, WIFE AND DAUGHTER HOLDING BUNCH OF FINE SINKIANG GRAPES. SCROLLS RECITE PRAISE OF SHENG'S 10-YEAR WORK BY COLLEAGUE WONG WHEN-HAO

THE COMMISSIONER OF RECONSTRUCTION is Lin Chi-yung who studied at Rensselaer Polytechnic.



COMMISSIONER OF FINANCE and acting governor is Dr. Peng Chi-yuan. Sinkiang is famed for low taxes and honest tax collectors.



COMMISSIONER OF FOREIGN AFFAIRS is Chaucer Wu, who came with Mme. Chiang last year, is No. 1 Chungking man in Sinkiang.





GOVERNMENT OFFICIALS AND ARMY OFFICERS ARE SUMMONED EVERY MONDAY MORNING IN KORLA TO BE INDOCTRINATED IN NATIONALIST GOVERNMENT PRINCIPLES OF SAN MIN CHU I

SINKIANG'S RULERS ARE CHINESE FROM LOST MANCHURIA

China's hold on Sinkiang, which means "New Dominion," has always been highly tentative. It has controlled western Sinkiang for only 425 years out of the last 2,000. In the last century there were four great Moslem rebellions but in the end the quarreling native peoples prefer to be ruled by the Chinese than by one another. The present leaders shown here are nearly all Manchurian Chinese. The backbone of their army is Chinese. But in Tihwa the signs are often in four languages: Chinese, Turki, Russian and Mongolian.

Governor Sheng (*opposite page*) has given Sinkiang

two great benefits: free education in the native tongues and a policy of equality between races. Nomad school-teachers follow nomad populations. Fundamentally, Sheng must now look to Chungking. Though Sinkiang is the cheapest province in China to live in, though it has 15,000,000 sheep, two million horses and a million cows, though it has the most wonderful grapes and melons in the world, its trade has died. Its furs and wool are piling up in warehouses. Its oil and minerals remain undeveloped. The answer will come soon when a wave of immigration from China sweeps over Sinkiang.

COMMISSIONER OF EDUCATION is Chen. Under Sheng and Chen Sinkiang's primary schools have expanded from 30 to over 2,000.



SHENG'S SECRETARY and respected head of Tihwa's Chinese Club is Lu Hsiao-li, 58. Stripe on chest seems to be a mourning band.



THE COMMISSIONER OF SOCIAL AFFAIRS is Li Pu-lin, who has founded racial clubs in chief cities.





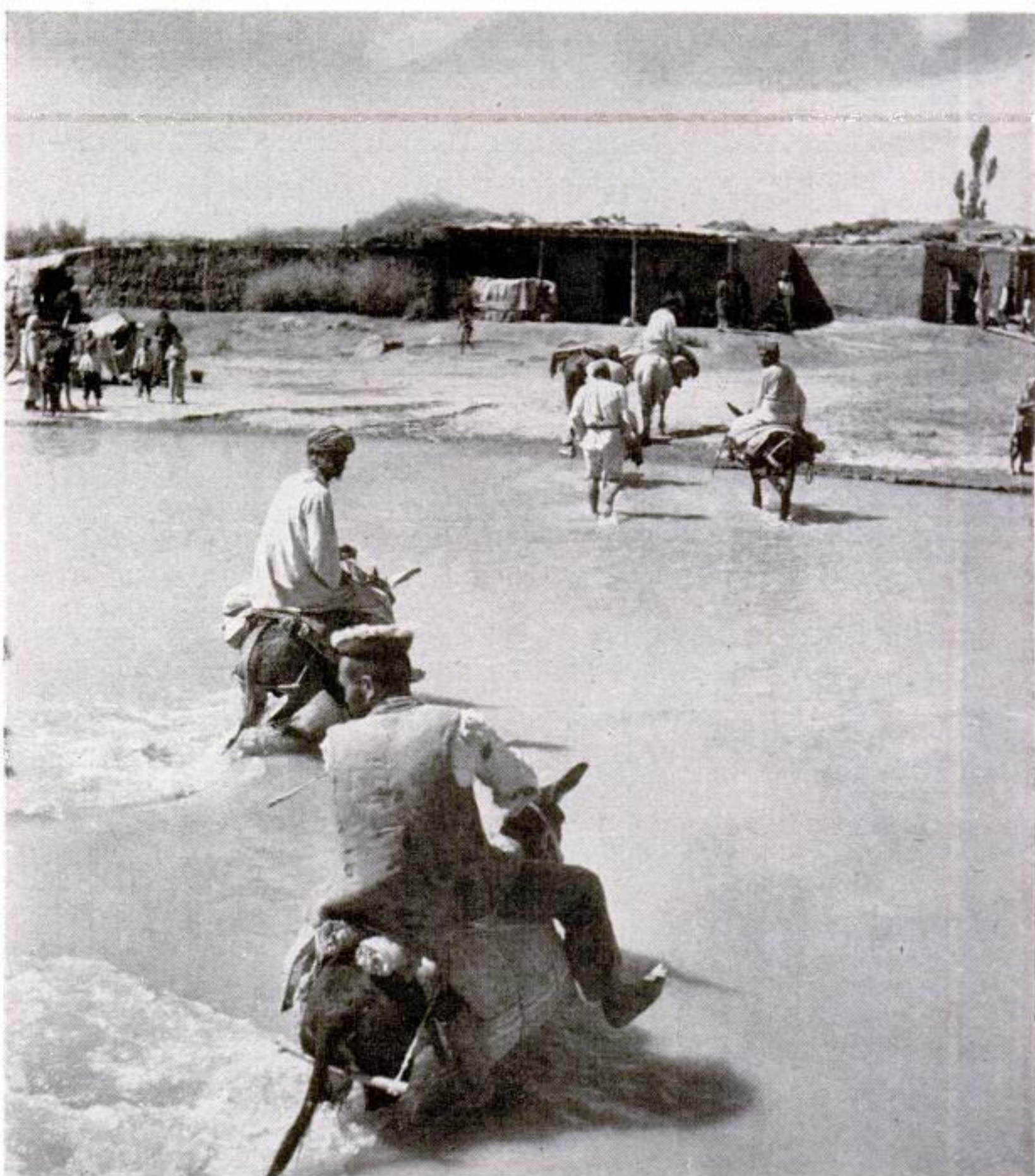
CHINESE MERCHANT does business here in Tihwa. Since normal trade with Russia and China is dead for lack of transport, he has chiefly secondhand goods (silk and satin). Notice that street is under construction. There is just one steam roller in all Sinkiang.



WATER is the whole sad story of Sinkiang. Here a Uigur farmer opens up an irrigation ditch to flood his lands. Most water is from the snow-fed rivers. Where water has dried up from silting and salting, there is now many a sand-smothered dead city in Sinkiang.



CORN HUSKING occupies whole Uigur family near Yenching on the roof of their mud house. Even with primitive methods, this is pretty good corn. Sinkiang has an "oasis civilization." The biggest oasis is Kashgar's 2,650 square miles. Hoe (in foreground) is the favorite Sinkiang tool for all purposes.



IN KARASHER VALLEY near Yenching, Uigurs on donkeys cross stream. This is fine horse-breeding country, and the grapes are almost as famous as the horses. Elsewhere there are all-Mongol villages, which produce some of Sinkiang's greatest hunters, who can get within 50 yards of a wild sheep.



"APPLES THAT TINGLE IN YOUR MOUTH," wrote LIFE Correspondent Theodore H. White, and "grapes big as your thumb, red and white and blue, with flesh as firm and as sweet as sugar plums. They have plums of all kinds and little delicately flavored peaches and a native necta-

rine." White ate himself groggy in Sinkiang. All this along the Ili River, one of richest valleys in the world. This is in Ining. But between the great oases of Sinkiang, the desert and 20,000-foot mountains close in again and the favorite farewell is the phrase, "May there be a road."

U.S.S. BORIE'S LAST BATTLE

LIEUT. HUTCHINS FIGHTS HIS OLD DESTROYER TO A GALLANT FINISH IN RAMMING AND SINKING U-BOAT

by JOHN HERSEY

In a black, windy night of October 1943, the U.S.S. *Borie*, an old destroyer numbered 215, was making 17½ uncomfortable knots through the Atlantic seas. She had just sunk one submarine and was looking for another. It was 1:53 a. m.

A kind of electric shock hit the *Borie's* blacked-out bridge as a voice announced contact with an unidentified craft bearing 190°, just west of south. That contact was the beginning of one of the strangest ship-to-ship contests in the history of fighting at sea.

The commanding officer of the *Borie* was standing just to the right of the helmsman in the wheelhouse. He was Lieut. Charles H. Hutchins, at 30 one of the youngest destroyer captains in the U. S. Navy and one of the very few in this war to be given charge of a destroyer while only a lieutenant. When he learned of the contact he lowered his head and raised his arm in a characteristic gesture—like a man with a club in his hand about to strike an adversary—and he shouted: "Flank speed!"

As the *Borie* gained speed she began to pitch and pound very hard. Destroyers are wet ships, and they are wettest at high speed. The waves that night ran 15 and 20 feet high, and by the time the *Borie* reached 27 knots, black water was knocking at the highest towers of the ship. So heavy was the sea's impact that four of the portholes on the bridge—30 feet above water level—were smashed. The portholes were of ¾-in. glass, 15 inches in diameter. After that water splashed into the wheelhouse through the broken ports. The temperature of the water was 44° Fahrenheit, 12° above freezing.

In a short time the *Borie* lost surface contact with the target. Lieut. Hutchins at once assumed that the enemy had submerged. He ordered the sound apparatus—the device which hunts for underwater objects by means of echoing sound waves—turned on. Soundman Second Class Lerten V. Kent had only sent out a few impulses when everyone on the bridge, listening to the sound machine's slow ping-ping-ping, heard a clear and solid echo. Soundman Kent waited for a second echo before he roared: "Sound contact! Bearing one nine oh."

The *Borie* moved in slowly. Soundman Kent reported every twist in the submarine's bearing. The "talkers" on the bridge—men with power telephones to guns and engine rooms—quietly told the crew what was happening. All through the ship the men were excited. They had gone through dull months. After the first cruise escorting the converted merchantman carrier U. S. S. *Card*, some of the *Borie's* crew had hung a service flag for men transferred to other ships—indicating that they had finally gone to war.

As the old destroyer closed the range on her quarry, Chief Torpedoman Frank G. Cronin got the "ash cans" of TNT set on their racks aft. When the *Borie* got directly over her

target, Lieut. Hutchins gave the order to drop an orthodox deep pattern. Instead of the usual small number for a pattern, depth charges began flying off the stern one after another in an almost endless procession. Something had gone wrong with the depth-charge-releasing mechanism. Soon Soundman Kent could hear the rumble of many underwater explosions in the sensitive sound stack. To mark the point of attack, Lieut. Hutchins ordered a floating flare to be dropped.

The depth-charge attack was not only on a grand scale: it was accurate. It forced the submarine to the surface. Lieut. Hutchins thought the submarine might surface on his right and behind him. Therefore he ordered his 4-inch guns trained on the starboard quarter. But the wily German turned around underwater before surfacing. This was the first of a series of tricks on both sides which gave this duel its weird quality.

The first man to see the U-boat on the surface was Fire Controlman First Class Robert Maher. When the submarine popped up to port and astern, Maher forgot his formal naval vocabulary and screamed: "There it is—just to the right of the flare!" It was 400 yards away. It was huge and almost white.

As if by reflex, without a moment's thought, Lieut. Hutchins decided that he could swing his ship around faster than the gun crew could train their 4-inch guns around, so he put his head down, raised his right arm in his clubbing gesture and roared to his helmsman, Seaman Third Class James M. Aikenhead, to put the wheel hard right—away from rather than toward the submarine. Lieut. Hutchins ordered the searchlight turned on. This lit up the sleek gray target, but it also gave the Germans something to shoot at.

The *Borie* got the first shot in, with the No. 4

gun, astern, about halfway through the circling turn. It missed. Then all the *Borie's* guns opened fire. Men on the *Borie* could see Germans scrambling out on the conning tower and manning the machine guns there.

The *Borie* straightened out and went after the submarine, verging to the right so that as she caught up she would be broadside to the enemy. The submarine could make about 12 knots, and the *Borie* was now pounding out 27 again.

The gun duel was one-sided. The Germans never attempted to man their big deck gun, for the U-boat's deck was awash and great waves were breaking over the gun. In any case the second or third salvo from the *Borie* lifted that gun off the deck and threw it in the sea. Men of the *Borie* later said they saw the gun in midair.

Soon the destroyer began to pull up alongside the submarine, and Americans could see Germans clearly and close-to. The U-boat had apparently been surprised, because several Germans were obviously straight out of bed. They came out on the conning tower in nothing but underwear pants. Some were dressed in sweaters and shorts, others in dungarees. Many wore bandanas of green, yellow and red. The long hair of those without bandanas disgusted the Americans.

When the destroyer's machine guns found the conning tower, the German guns fell silent and never fired again. As each German ran to a machine gun he would be horribly killed. There were times when no Germans were visible. Then, in response to long training to pick out some specific target, whether human or not, gun captains began screaming: "Bend up their guns: get those goddam guns bent up."

The U-boat commander, seeing himself outgunned, tried to outmaneuver Lieut. Hutchins.

He swung left and aimed his stern, which carried the sting of torpedo tubes, at the destroyer. Lieut. Hutchins swung left too, at first gently, hoping to stay broadside to the U-boat on the outer of two parallel curves. But the German kept his stern aimed at the *Borie* and fired a torpedo, which missed. Then Lieut. Hutchins tricked the German. He had Aikenhead turn full left rudder. This made the German think the *Borie* was going to cut across the U-boat's stern and come up inside its curve. Therefore the German straightened out. Lieut. Hutchins turned hard right again and the situation was just what it had been a few moments before—the two ships running on roughly parallel straight courses, with the destroyer a little behind the U-boat but catching up.

For the next few minutes the *Borie's* guns drummed the submarine. The electric firing circuit of the forecastle gun stopped working. Gun Captain Kenneth J. Reynolds fired the gun once by pulling the lanyard, but it broke. Rather than take the time to find a piece of string to make a new lanyard, he began to trip the firing

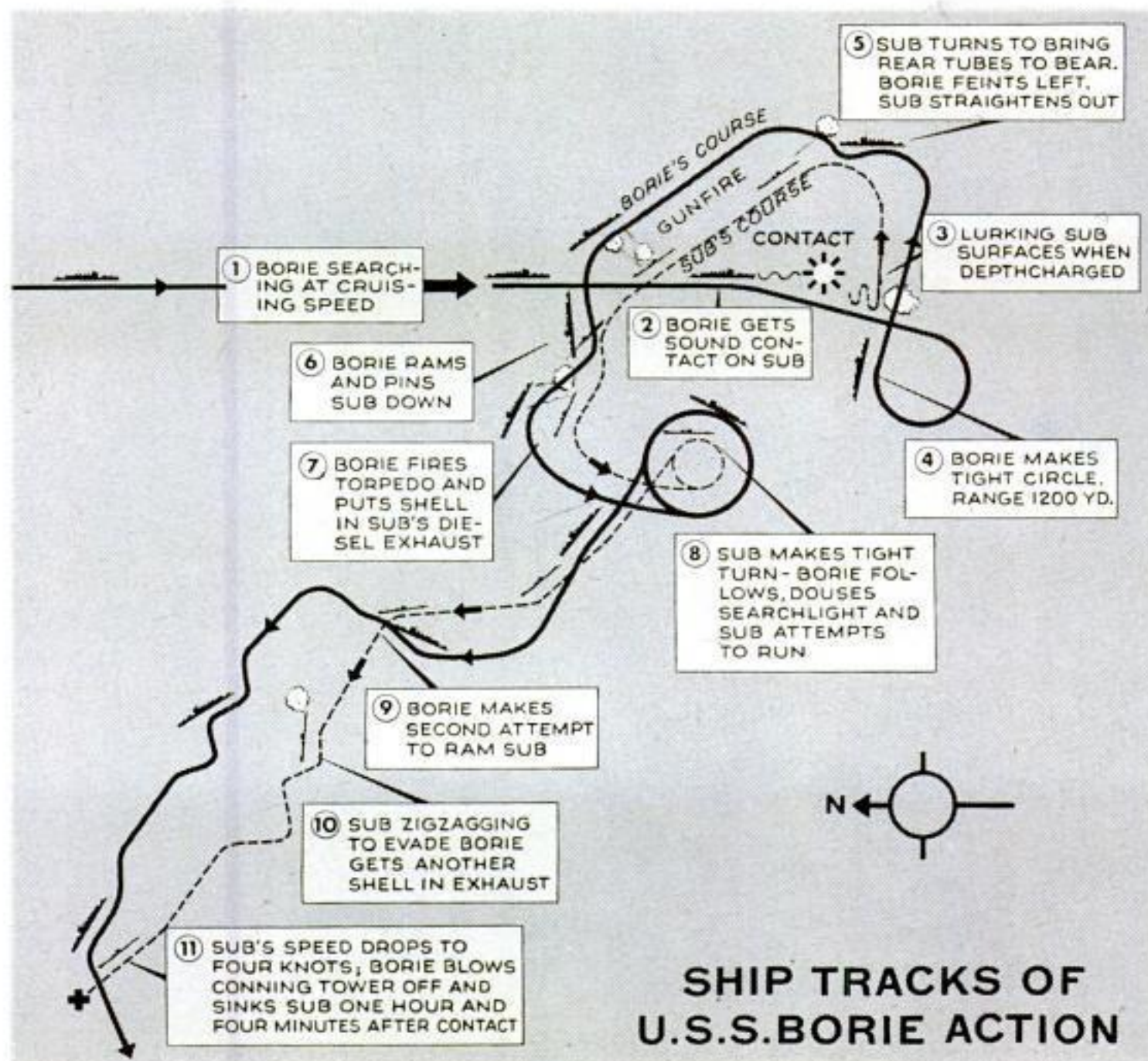
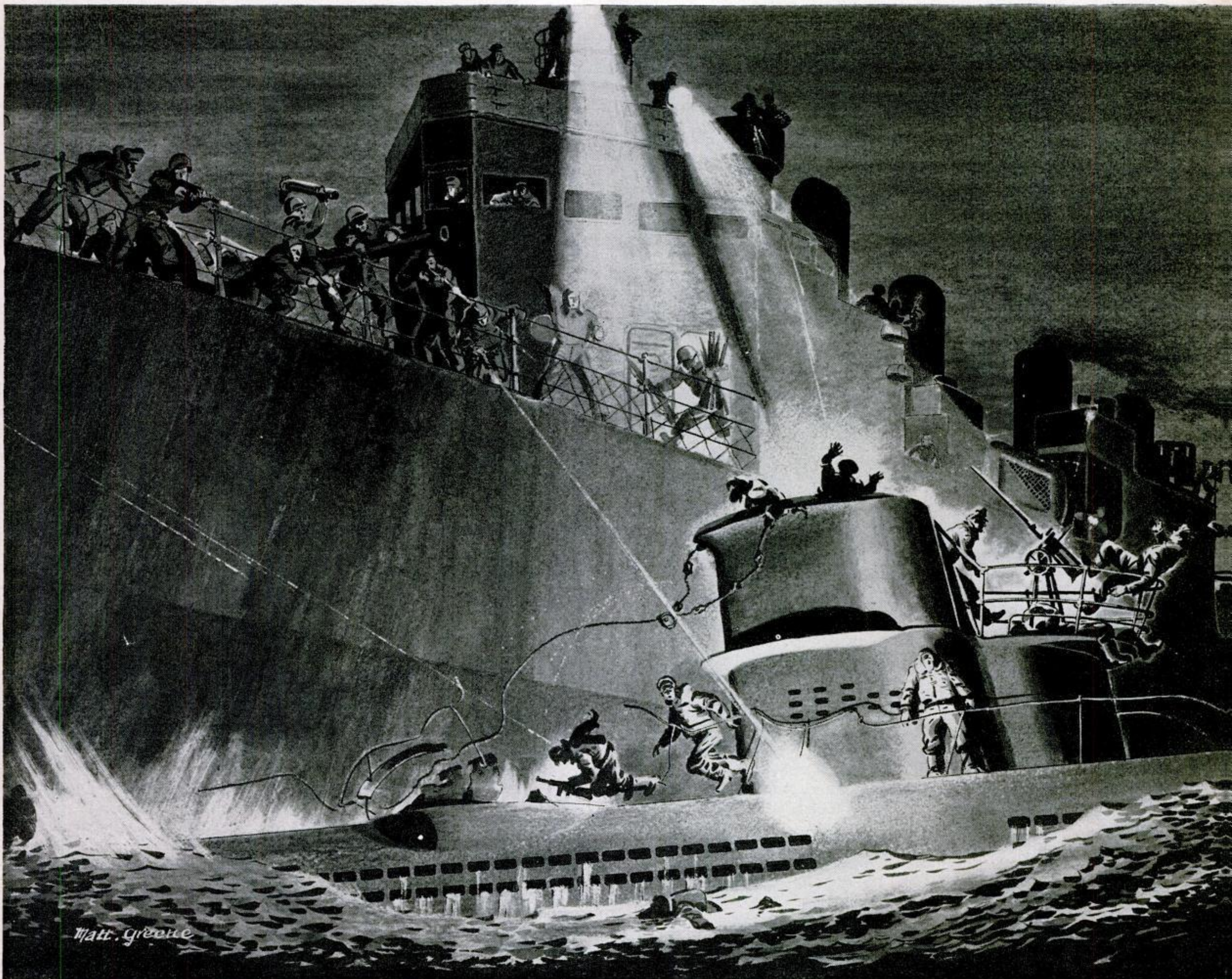


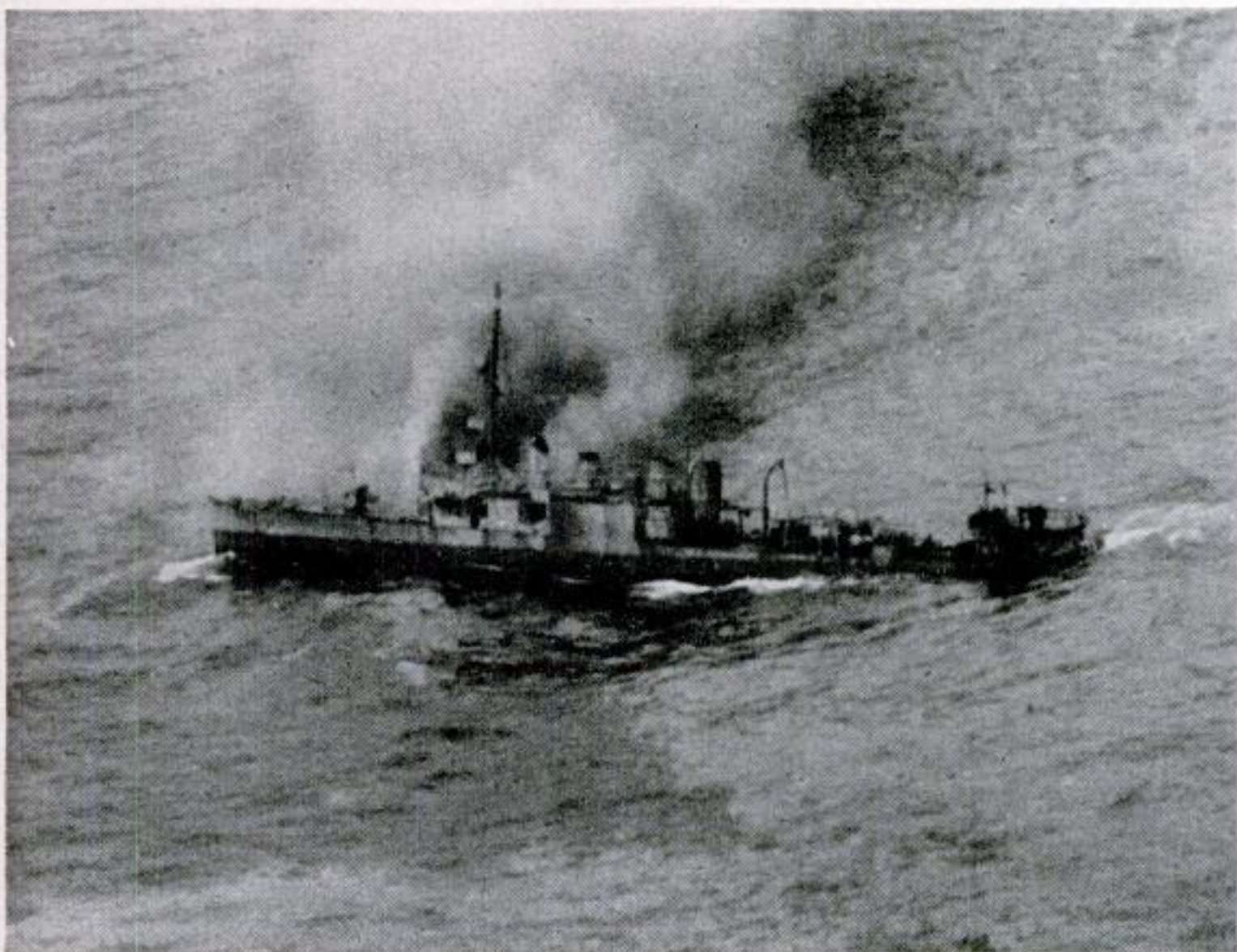
Chart shows course of the night sea battle. Heavy line is the *Borie's* track, light line submarine's. Silhouettes show the corresponding positions of the adversaries at various stages of the action.

CONTINUED ON PAGE 106



The point-blank fight which took place when the *Borie* had her adversary pinned down in mid-ocean lasted 10 minutes. Using the destroyer's fixed guns, as well as pistols, tommy guns, rifles,

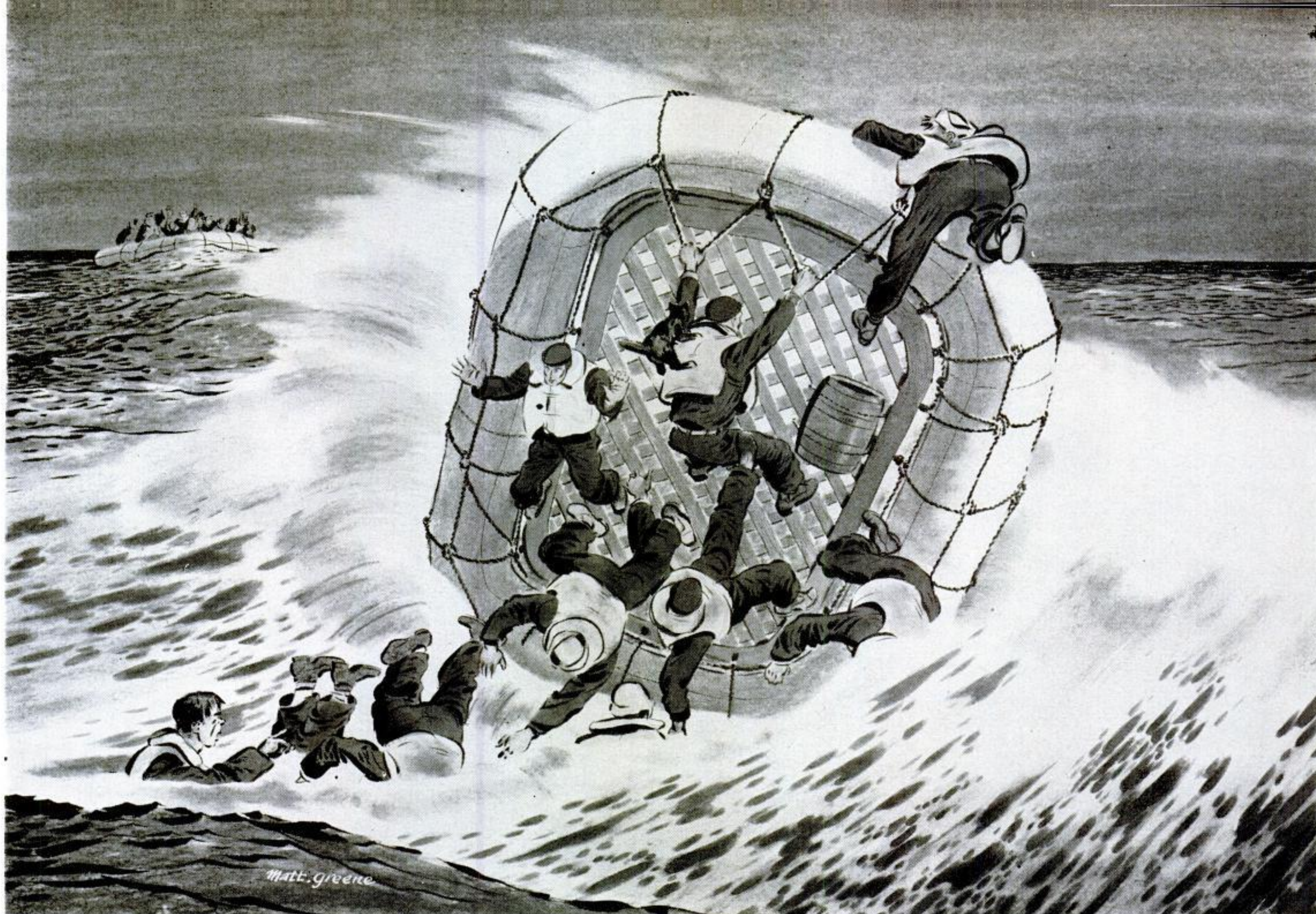
knives and even flare pistols, the Americans soon made it impossible for the desperate men on the U-boat to fire a single shot. The submarine's forward deck gun has been shot right off the hull.



Burning, listing, helpless in the sea and abandoned by her men, overage, four-stacker *Borie* lay waiting for a Grumman Avenger from the carrier *Card* to swoop in and finish her off with bombs.



End of the "Borie" came a few seconds later with an explosion that broke her back. Last week Secretary Knox approved naming a new destroyer *Borie* to commemorate Lieut. Hutchins' ship.



TWENTY-SEVEN OF BORIE LOST THEIR LIVES WHEN THEY WERE THROWN FROM RAFTS OR FAILED TO BOARD RESCUING DESTROYERS BEFORE THE ICY WATER PARALYZED THEM

BORIE (continued)

pin with his hand. He could not get his hand out of the way in time to beat the 25-in. recoil, so that his forearm and wrist were brutally pounded, and later swelled up to three times normal size. All the time the heavy seas were breaking over the forecastle gun and a Negro mess attendant, Steward's Mate Second Class Ernest Gardner, twice grabbed and saved a man just as he was being washed overboard.

The *Borie* caught up with the German and began to pull ahead and it was time to ram. The men of the *Borie* had dreamed, as all destroyer-men dream, of ripping into the side of a U-boat and putting it down. Many times, at the wheel, Helmsman Aikenhead had talked of ramming. Just three days before, Lieut. Hutchins had jokingly taken a piece of chalk and drawn on the center porthole, directly in front of the helmsman's eyes, three concentric rings and two lines crossing at their center. He called it the *Borie's* ramming sight.

Now, therefore, Lieut. Hutchins put his head down and lifted his clubbing arm and shouted: "All right, Aikenhead, line her up. Get the sight on."

Aikenhead spun the wheel and in a few minutes said quietly: "All right sir, I got her on."

Lieut. Hutchins shouted an order to be passed on to the crew: "All stations stand by for ram!"

The talkers bent their heads and said into their phones in the parroting, singsong voice of all talkers: "All stations stand by for ram."

The German seemed to be holding his course, as if unaware of his danger. It appeared that there would be a fine collision.

Men on the destroyer braced themselves for the pleasure and the shock. Lieut. Hutchins rushed out into the open on the left wing of the bridge and held tight to the windscreen there.

Aikenhead embraced the wheel. Gunnery Officer Lieut. Walter H. Dietz Jr., topside on the director platform, fell in love with the range finder and hugged it tight. Everyone was set.

Then in the last few seconds the German swerved sharply left and a huge wave lifted the *Borie*.

These two things made the moment of impact a disappointment to all hands. There was no shock. No one could hear a crunching noise. The wave lifted the *Borie's* bow high and put it gently on the deck of the submarine, just forward of the conning tower. Momentum and the 30° angle imposed by the German made the *Borie's* bow slide forward on the submarine's. There was scarcely any damage to either craft. In the *Borie's* forward engine room no one even knew the ships had met until the order came down to stop all engines.

And so the two ships came to rest, bow over bow, at an angle, locked in a mortal V.

"Fire! Fire! Open fire!"

Disappointment at the collision at once gave way to a crazy elation when the men on the destroyer saw how they had the German pinned down. Lieut. Hutchins worked his clubbing arm as if beating someone's brains out and roared: "Fire! Fire! Open fire!" Then he just yelled: "Yipee!"—over and over. Men on the bridge threw their arms around each other and danced, shouting, "We've got the sonofabitch, we've got the sonofabitch!"

The searchlight bathed the conning tower and all guns which could bear opened up at a 30-foot range. For their part the Germans did not lack a mad courage. They kept coming up out of that conning-tower hatch trying to get to their guns, even in death agonies trying to man their hopeless guns. The sight was a horrible one. One

German was hit squarely in the chest by a 20-mm. shell. His head and shoulders flew one way, his trunk another. Some shells took Germans and pitched them bodily overboard. One U-boatman stood there a second without a head.

The situation affected different men variously. Range Finder Operator Seaman First Class Carl Banks, ordinarily a shy, quiet, gentle boy, finding himself now with nothing to do since range had been reduced to zero, marched up and down the director platform shouting: "Kill the bastards! Kill 'em! Kill 'em! Kill! Kill! Kill!" Other men were elated and laughed loudly and cracked jokes. Seaman Second Class Edward N. Malaney walked to the left wing of the bridge and, amazed at the size of the submarine, said: "My God, what's that? The *Bremen*?" Other men went quietly about their work. Chief Quartermaster William Shakerly kept taking thorough notes in his log, and in the chartroom Executive Officer Lieut. Philip Brown methodically completed his plot of the course of action.

Then in the middle of the bedlam Lieut. Brown went out on the bridge and reported to the captain. He saluted and said: "I've secured the plot, sir. The hell with charting this battle. All the essential facts are right underneath us." And Lieut. Brown went to the flag bags, where small arms were stowed, and picked himself out a tommy gun. Gunnery Officer Dietz looked down on him from the director platform a few minutes later. He saw his quiet-spoken friend standing there, with his rimless glasses on, waiting coolly until a German torso lifted itself on deck across the way, then raising his tommy gun like a professor raising a pointer at a blackboard, and pulling the trigger and killing another man.

All through the ship, men acted now on their own. The phrase "people's war" came into Lieut. Hutchins' mind as he watched his men.

CONTINUED ON PAGE 103



"Ain't this one hell of a way to see the world?"

THE ROAD TO MURMANSK is a bold black line on the newspaper maps—cleanly drawn and neatly labelled MAIN ALLIED CONVOY ROUTE.

But it's not like that when you see it from the bridge. It's just empty, endless miles of cold, gray water.

And some days you wonder why you ever went to sea. The salt cakes into a thin white crust on your wind-seared face. Your lips swell up and crack. Your eyes ache from the glare of the pale sun on the waves. The cold bites through your spray-soaked clothes and finds the bone.

You try to forget about the subs... the dive bombers... the magnetic mines... and the Nazi pocket battleship that's supposed to be loose somewhere off the Norwegian coast.

You're afraid to let yourself think what would happen if the Sperry Gyro-Compass went floey.

That's what you're steering by, you know—an outlandish spinning wheel that points to what the navigation books call "true geographic north."

And it's all you have to steer by. The radio beacons on the coast are still. You can't take bearings on your ship's radio or use your depth finder

for fear of listening U-boats. And the de-gaussing equipment you carry to tame magnetic mines has your magnetic compass acting sick and out of kilter.

So you count on your Sperry and you pray.

The days go by and then one morning you sight it looming faintly through the fog—"Murmansk off the starboard bow." You've made it.

And you know there are guys here who can make darned good use of your cargo. You rub your tired eyes and grin at the mate. And you say: "Ain't this one hell of a way to see the world?"



In wartime, a ship can't use radio to determine its position. The use of the depth finder is limited because of the danger of listening enemy submarines. De-gaussing equipment which guards against magnetic mines is apt to cause errors in the magnetic

compass. So navigators must depend almost entirely on the Sperry Gyro-Compass to guide them from port to port.

★ FOR PEACE ON EARTH—BUY WAR BONDS ★

SPERRY CORPORATION

30 Rockefeller Plaza • New York 20

FORD INSTRUMENT COMPANY, INC. • SPERRY GYROSCOPE COMPANY, INC. • VICKERS, INC. • VICKERS, INC., Waterbury Tool Division

FAMOUS PARKER GAMES



CROSSWORD LEXICON

Whether you like "crosswords" or not you will love this game. Everybody does! 50 cents.



CAMELOT

CAMELOT is "one of the few really great games"—a splendid jumping and capturing game—skillful and easily learned. It has a fascination all its own. Gray-boxed set, \$1.25; No. 80 handsome pictorial edition—with larger board, \$2; No. 3 Castle Edition with Ivoroid Playing Pieces, \$3.50; Tournament set, \$5.



MONOPOLY

Most popular of the world's great games. Sets at \$2; better set No. 8 always bound in pebbled green; (2 to 8 players), \$2.50; Famous White box set with Grand Hotels, removable Bank tray, etc., \$3.50.



FLINCH

FLINCH—A grand old card game now enjoying an immense revival. New improved pack 150 cards, 75 cents.

ROOK world wide favorite in card games, 75 cents;
COMMANDOS largest selling war game, \$1.50;
FINANCE a trading game for all ages, \$1.25.

PARKER BROTHERS INC.
SALEM, MASS. • NEW YORK • CHICAGO

BORIE (continued)

He gave very few orders. The men responded to the months of careful training Executive Officer Brown had given them, and to their own initiatives.

Everyone found something to do.

Standing on the galley deckhouse only about 15 feet away from the conning tower, Fireman First Class David F. Southwick pulled a five-inch knife out of its sheath and threw it at a German who was running for a gun. The knife hit the German in the stomach, and the German went overboard. Chief Boatswain's Mate Walter C. Kurz picked up an empty 4-inch shell case weighing nearly 10 pounds, waited for a German to climb out of the tower hatch, threw the shell case, hit the target squarely and had the satisfaction of seeing him fall into the sea. Chief Gunner's Mate Richard W. Wenz, the strongest man on the ship, who could pick up huge depth charges alone and set them in their racks, now could not be bothered to find the key to the small-arms locker, so he broke the wooden door down with his fist. He distributed .45-caliber pistols, 12-gauge shotguns, rifles and tommy guns to all free hands. Seaman Second Class Edward Malaney, unable to find any other weapon, fired a Vary pistol whose signal flares could not kill but could burn nastily.

The guns keep going

The gun crews worked as automatically as their weapons and with greater flexibility. Some machine guns should not have fired because they had steel splinter shields between them and the submarine. The crews, at great risk to their lives, fired the guns through the shields, tearing them open, and the guns thereafter had clear fields of fire. Loaders were injured by flying steel from the splinter shields. Negro Officers' Cook Christopher Columbus Shepard, first loader on No. 4 gun deciding that ammunition was not coming to him fast enough, ran to the after deckhouse racks, grabbed a heavy shell, thrust it home, climbed into the seat of the firing pointer, who had been blinded, fired, climbed out, ran for another shell—and kept his gun going that way. Among all the 20-mm. machine guns there were only two jams during the whole battle, and each was cleared in a matter of seconds.

Gunnery Officer Dietz—who at the drop of a hat will quote Nelson: "No captain can do very wrong if he lays his ship alongside that of an enemy"—had trained a boarding party, and he was eager to board the submarine. But Lieut. Hutchins passed this word: "We will not board, we will not board."

He had a reason for this order. The fight above decks was going very well. At least 35 Germans had been killed. Nobody had been killed on the *Borie*. But serious reports were coming up to the bridge talkers from the bowels of the ship. The engine rooms were flooding.

The German enemy had not done this to the *Borie*: the weather had. The high seas had twisted the two ships, had reduced the *V* until the enemies lay nearly parallel, and had banged the two hulls together. The submarine, built to withstand tremendous underwater pressures, was better able to survive the grinding than the destroyer whose skin was only $\frac{3}{16}$ of an inch thick. Water began pouring into both engine rooms. In the after one, a damage control

CONTINUED ON PAGE 111



A survivor from the *Borie* is helped out of the canvas sack in which he was transferred from one of the rescuing destroyers to the flight deck of the converted carrier *Card*.

All-Time Favorite ★ California-Styled ★ HOLLYWOOD

Rogue Shirt



At Your Dealer

A Christmas gift he's sure to enjoy—this handsome, smartly-tailored shirt. Broad-shouldered, easy fitting—it adds pleasure and comfort to his off-duty hours.

HOLLYWOOD ROGUE SPORTSWEAR
1041 N. Highland Ave. • Hollywood, Calif.
\$5.00 to \$12.00

THE B. V. D. CORPORATION
Empire State Building • New York, N. Y.
\$2.50 to \$4.50

Hollywood Rogue Shirt is patented and its name is registered; both patent and name are the property of Hollywood Rogue Sportswear, Hollywood, Calif.

You'll treasure these Cuff Links



Colored
Stone Centers
\$5.00

Because they are so good-looking
. . . and so easy to insert. Made with an overlay of 14 kt gold, Krementz jewelry always looks richer, lasts much longer.

Krementz
FINE QUALITY
JEWELRY

Wherever fine jewelry is sold
Krementz & Co. Newark 5, N. J.



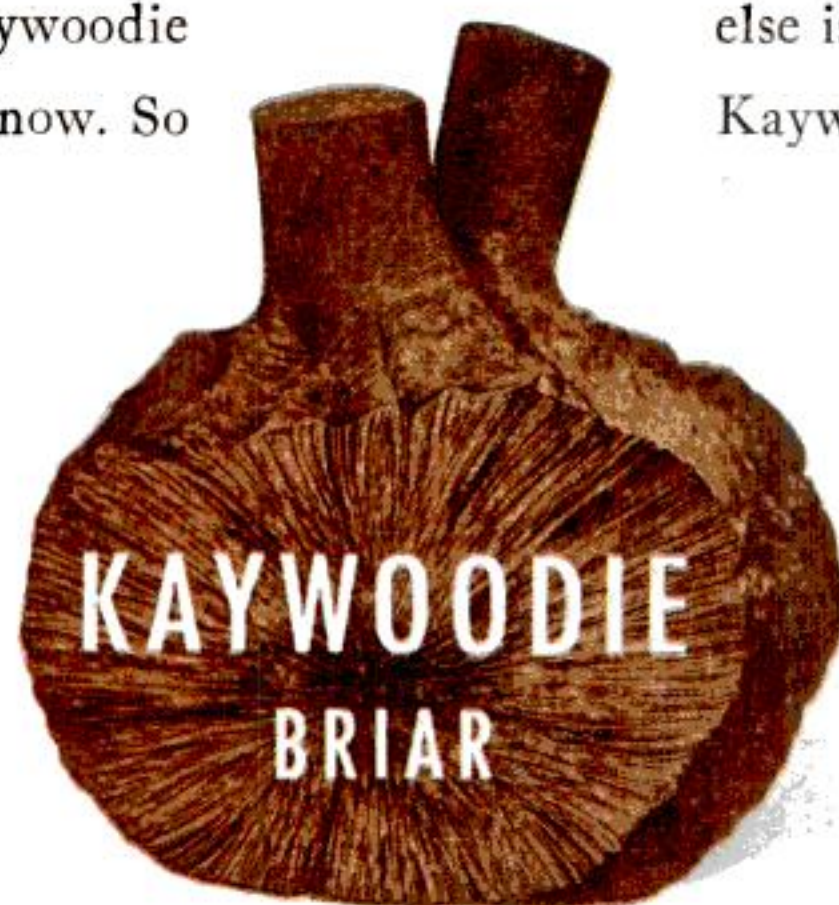
A FLAME-GRAIN
Kaywoodie
\$10.00
Billiard Shape [actual size]

"I smoke a Kaywoodie"

Here is the international best-seller among pipes. Kaywoodie is no longer an American institution alone—you hear them saying "I Smoke a Kaywoodie" everywhere in the world. And why? Take another look at the nature of the briar-wood in the picture above. It's pre-war, genuine Mediterranean briar, and it's so rare today you practically can't buy it. Kaywoodie had it, when war broke. Kaywoodie has some now. So

you can still buy these sweet, gentle, slow-burning pipes with the Kaywoodie Flavor, even now. Remember the briar in this picture. Look for the same thing when you buy your pipe. Look also for the name "Kaywoodie" cut gracefully and unobtrusively on the stem of each Kaywoodie Pipe. Nothing else is like it for flavor.

Kaywoodie Company, New York and London
In New York, 630 Fifth Avenue, New York 20, N. Y.



**BUY
WAR
BONDS**

KENTUCKY'S FINEST BOURBON

makes America's finest Eggnog



86 Proof



Made to the same formula for 72 years, **GLENMORE'S** flavor is unique in its uniformity

Still owned by the founder's family, **GLENMORE'S** quality is traditional



With more than a million barrels experience, the **GLENMORE** touch distinguishes every drop



Famous for its Kentucky character, **GLENMORE** is the critic's Bourbon

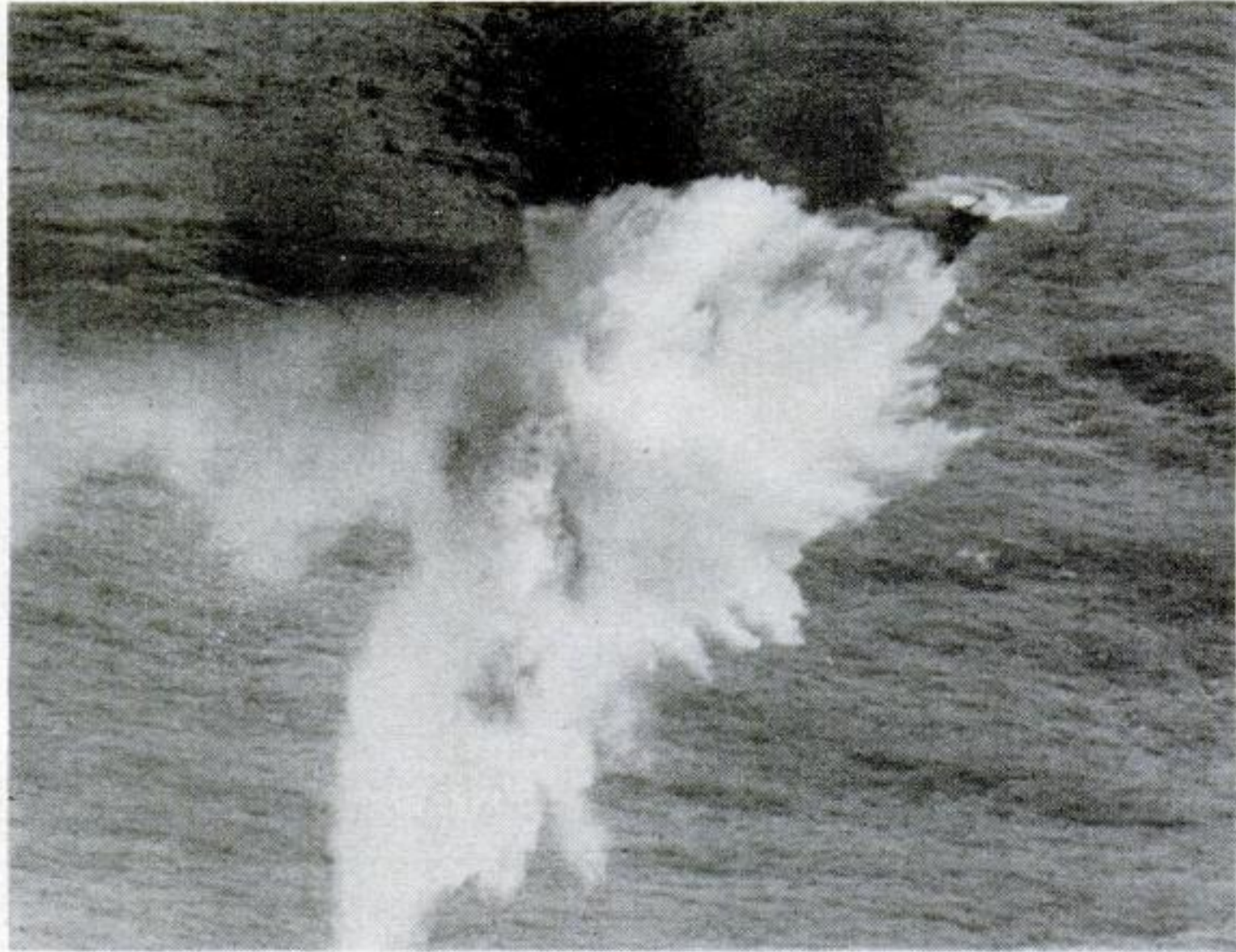


Copyright 1943
Glenmore Distilleries Co.,
Incorporated

This Year MAKE YOUR GIFTS COUNT...GIVE WAR BONDS!

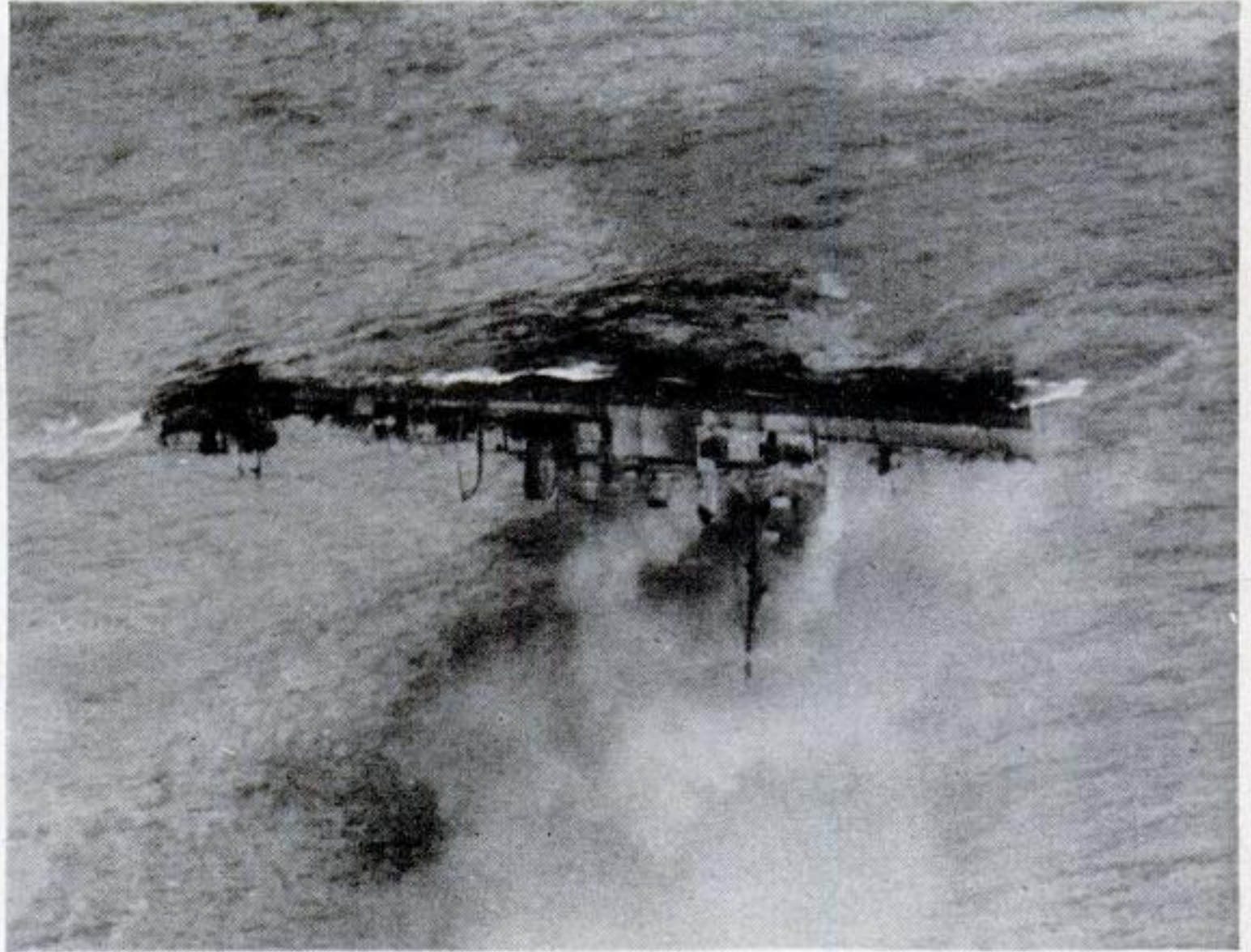
Copyrighted material

End of the "Borie" came a few seconds later with an explosion that broke her back. Last week Secretary Knox approved naming a new destroyer *Borie* to commemorate Lieut. Hutchins' ship.

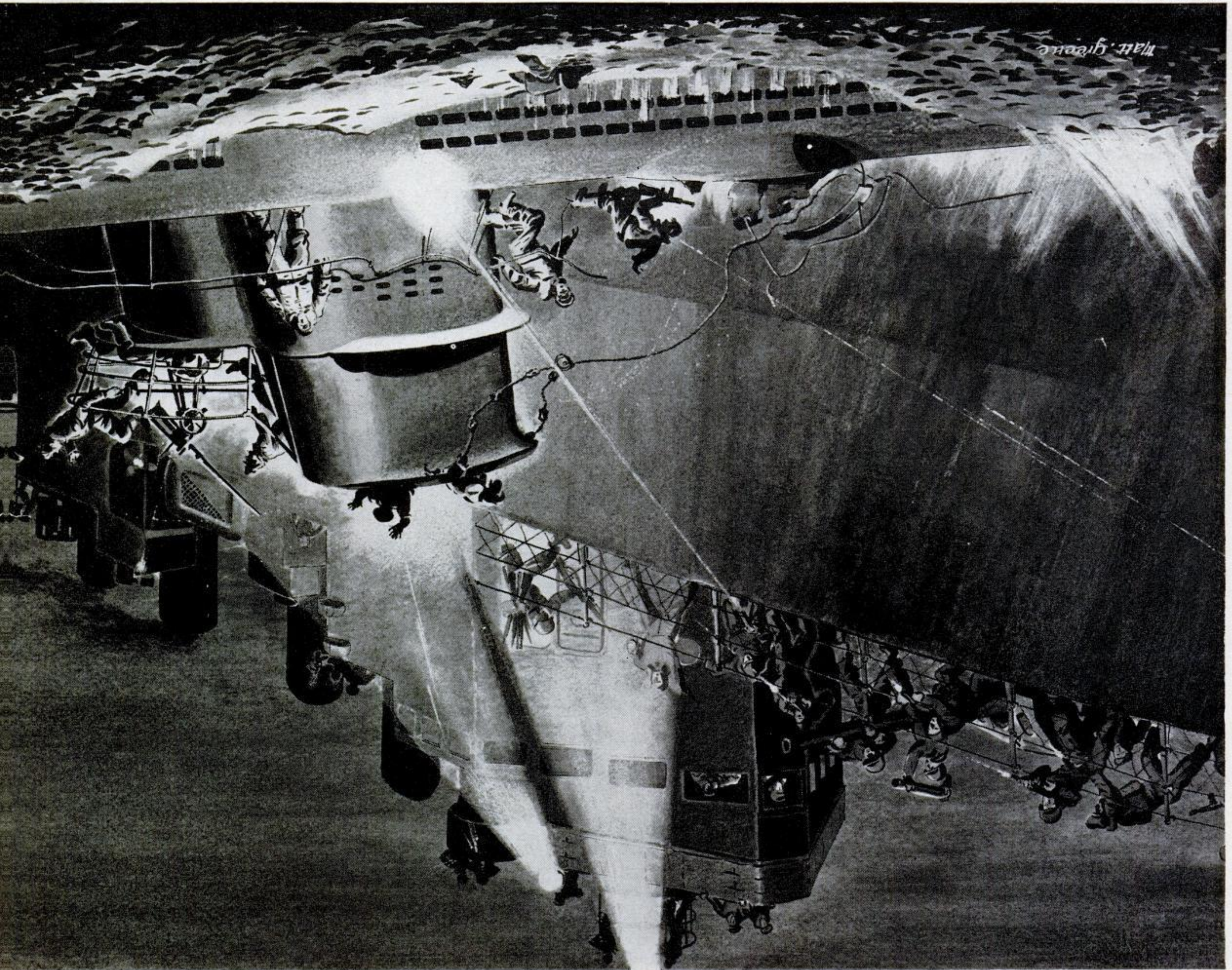


U-boat to fire a single shot. The submarine's forward deck gun has been shot right off the hull. knives and even flare pistols, the Americans soon made it impossible for the desperate men on the

Burning, listing, helpless in the sea and abandoned by her men, overage, four-stacker *Borie* lay waiting for a Grumman Avenger from the carrier *Card* to swoop in and finish her off with bombs.



The point-blank fight which took place when the *Borie* had her adversary pinned down in mid-ocean lasted 10 minutes. Using the destroyer's fixed guns, as well as pistols, Tommy guns, rifles,





Survivors gather on Card's hangar deck in front of one of the torpedo planes that finally demolished the *Borie*. Funeral services for the missing were held on the *Card*.

BORIE (continued)

party was able to stuff the leaks enough so that pumps could keep the water down. But the forward engine room became hopelessly flooded. There the water crept up, first to the men's knees, then to their waists, and finally to their chests. Since the engines were steam-tight from within, they were, of course, watertight from outside, and they kept going even when submerged. As the ship rolled and pitched, the water tore every mobile thing free, and soon the men were being sloshed around the room along with floor plates, gratings, small casks and other debris. Machinist's Mate Second Class Edd M. Shockley and Fireman First Class Mario J. Pagnotta crawled and floated in behind some live steam pipes dragging mattresses behind them, to try to plug the holes; but their efforts washed out. Chief Engineer Lieut. Morrison R. Brown ordered everyone to leave. He stayed alone to do what he could.

Finally, 10 minutes after the ramming, the two ships worked free of each other. The incredible contest of wit and maneuver began again.

The submarine pulled ahead and out to the left. Lieut. Hutchins could see that the enemy intended to get his tail on the destroyer again, and to fire more torpedoes. That made Lieut. Hutchins decide to fire torpedoes of his own. He ordered the tubes manned. Torpedo Officer Ensign Lawrence S. Quinn made the proper calculations and fired. But a heavy sea threw the aim off. The torpedo missed.

The U-boat went into a tight left circle and the *Borie* did too. But the submarine's turning radius was smaller than the destroyer's and the two ships traveled in concentric circles. Most of the time the U-boat had its threatening tail aimed straight at the destroyer. A good 4-inch hit on the submarine's starboard Diesel exhaust may have penetrated to the torpedo room and prevented the firing of any more torpedoes.

Lieut. Hutchins felt frustrated by his ship's inability to turn shorter than the enemy. He kept having the illusion that his ship was going in a straight line, while the submarine was turning away. He did not want to lose his victim at this late hour. He kept beating the air with his right arm and shouted over and over: "All right, Aikenhead, bring her left, dammit, bring her left."

A vicious merry-go-round

Helmsman Aikenhead, who weighed only 130 pounds and was very tired from the stiffness of the *Borie's* wheel, kept saying in a pleading voice: "But Captain, I am left, I am left."

Lieut. Hutchins would not believe Aikenhead until he looked at the compass which was moving around very fast. Hutchins did not know how many times the two ships made that dizzy circle. All the time he had in the back of his mind his planned rendezvous next morning with the *Card* and her other destroyers, the *Goff* and the *Barry*. He did not want to lose his position, so it was a relief, as the *Borie* turned in those merry-go-round circles, to catch glimpses of his original floating flare. The ships had made many convolutions but had not moved far.

The circling was of no advantage to the *Borie*, so Lieut. Hutchins tricked the submarine again. He turned out his light, hoping that the U-boat would count on shaking the destroyer by sneaking out

CONTINUED ON NEXT PAGE

Have you a furnace that eats up fuel?



1. If your forced-warm-air furnace seems to burn too much fuel, try this . . .



2. Examine the air filters in the blower cabinet. They may be clogged with dirt.



3. This dirt collected in the filter can prevent enough warm air from circulating through your home. You're chilly. Fuel is being wasted.



4. Change filters now! Get Dust-Stops*—THE BEST! They'll let more warm air circulate . . . save fuel . . . besides—



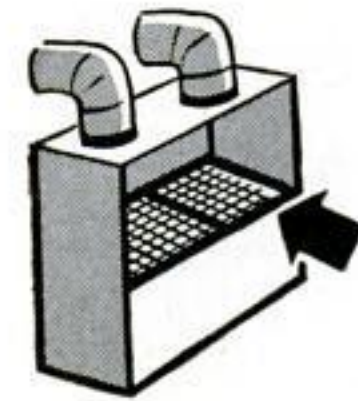
5. New, clean Dust-Stops will filter out much dirt and grime that would otherwise settle on walls, furniture, drapes.



6. Look in the classified telephone directory for Dust-Stop dealers or ask for Dust-Stops at your department or hardware stores. Most sizes cost \$1.50 each.

**FIBERGLAS*
DUSTOP*
AIR FILTERS**

*T. M. Reg. U. S. Pat. Off.



OPEN UP
BLOWER
CABINET—
FILTERS ARE
INSIDE.

Owens-Corning Fiberglas Corporation, Toledo 1, O., Fiberglas Canada, Ltd., Oshawa, Ont.

THOUSANDS SWINGING TO FAMOUS "ALL OCCASION" WINE

Wine Lovers Say One Good Wine Correct For All Purposes

Americans by the tens of thousands are discovering that VIRGINIA DARE Wine, either white or red, makes the ideal "all occasion" wine. Made of cultivated, pedigreed grapes, carefully crushed, by a company with over 108 years of experience, VIRGINIA DARE Wine is enjoying the greatest demand in its history.

SAY IT AGAIN

If you want the only wine of its kind in the world!

SAY IT AGAIN

If you want to give yourself a new taste thrill!

SAY IT AGAIN

If you want your guests to say your hospitality is tops!

SAY IT AGAIN - AND AGAIN - AND AGAIN

"I WANT VIRGINIA DARE"

GARRETT & CO., INC., Brooklyn, N. Y.

BORIE (continued)

of that tight circle and away. The submarine did just that. Lieut. Hutchins snapped on the light again and soon found the glistening U-boat streaking off in a northeasterly direction. Range was 400 yards. The *Borie* pursued.

All through the battle so far the *Borie* had been to the right of its adversary. Lieut. Hutchins decided to break through to the other side, so while he chased the enemy he pulled left. And now he gave an order which helped to win the battle. He ordered depth charges set shallow. Aikenhead was about to collapse at the wheel, so the Captain ordered the helmsman relieved.

In spite of the failure of the first ramming, sinking the enemy by crashing into him was still an obsession aboard the *Borie*. The destroyer pulled up to the left of the U-boat. Lieut. Hutchins ordered a collision course. The submarine again held its course until the last moment. This time, instead of turning sharply away as he had the first time, the German turned sharply toward the *Borie*.

This brought up something entirely unexpected: the U-boat captain had decided to pull the temple pillars down and ram the destroyer. With her thin skin the *Borie* stood to lose everything by being rammed.

Lieut. Hutchins had one of his instantaneous flashes of combat genius. To everyone's puzzlement on the bridge, he ordered the new helmsman to turn hard left, and he ordered the starboard engine stopped, the port engine backed full. This had the effect of throwing the ship into a skidding stop, with the stern end swinging to the right toward the oncoming submarine. At precisely the correct moment Lieut. Hutchins lowered his head and raised his nonexistent club and shouted to his Depth Charge Officer Ensign Lawrence Quinn: "Okay, Larry, give 'em the starboard battery."

Ensign Quinn flicked three switches. Three round shapes arched in the wind and fell within feet of the submarine—two on one side and one on the other. They went off shallow. The submarine lurched out of the water like a hurt mammal and came to a stop very close to the *Borie's* flank. Men on deck said that if there had been another coat of paint on either ship that would have been a collision.

Somehow the German submarine managed to start up again. It was like a dying animal—like a good Spanish bull that refuses to die and in the very act of dying refuses to admit that he is dying. It slipped around astern of the *Borie* and shot off at an angle.

By this time the Americans, though for the most part unhurt, were dazed by the stubbornness of the enemy. The officers on the bridge have a very hazy memory of what happened next. There were various zigs and zags. Apparently the *Borie* closed in to a convenient range.

Underwater explosion

Now at last the U-boat captain seemed to realize he was beaten. He sent up distress signals—white, green and red Very flares. A moment later Lieut. Hutchins saw an answering signal from the horizon. He went right to the compass and checked the bearing of this other enemy—220°.

The 4-inch gunners gave the U-boat its final crippling blow. They hit the starboard Diesel exhaust again. The submarine dropped to four knots. The *Borie* got in really close.

The Germans seemed to be trying to abandon ship. They huddled on the conning tower. In a compassion which he later did not quite understand, Lieut. Hutchins ordered all guns to cease firing. But before the order reached all stations Gun Captain Kenneth Reynolds, who was still firing his gun painfully by hand, got off one last round. It blew the bridge structure, with all its occupants, right off the U-boat.

Water from the hole by the exhaust poured into the submarine. Its bow lifted dripping out of the rough sea. The ship slipped under the waves and exploded horribly underwater. After one hour and four minutes of admirably tenacious fighting, the submarine sank.

At once Lieut. Hutchins turned his ship away. He and the *Borie* had had enough fighting for one night.

The *Borie* was in serious trouble. Only one engine would run. Her maximum speed was now 10 knots, which a surfaced submarine could easily exceed. The ship was still taking water forward. The generators were out. The water condensers were impaired so that the turbines were not getting the absolutely pure, saltless steam they needed. Lieut. Hutchins reported by radio to the *Card*: "Just sank number two in combined depth-charge attack, gun battle and ramming. May have to abandon ship."

Lieut. Hutchins tried desperately to get the ship to the rendezvous, which was set for just after dawn. He gave the order to lighten ship. Everything that could be was thrown over the side: both anchors

CONTINUED ON PAGE 344



It's up to Mrs. Upton

Seems that things are always "up to Mrs. Upton." The whole long day she's on the job in local war work . . . making decisions . . . giving directions . . . seeing that jobs get done. And now, once more, it's "up to Mrs. Upton." But *this* is different. This is *fun*!

Give her an hour or two of simple recreation when the day is over . . . a few friendly, relaxing hours . . . and tomorrow's problems won't have a chance!


Maybe she doesn't always choose the right card . . . perhaps, now and then, she forgets what's been played earlier in the game . . . but who cares among friends!

Millions of war-working Americans have learned the enjoyment that can be had with pleasant neighbors while staying home to help save gas, rubber, and more money for war bonds.

Are you among the *four-out-of-every-five* Americans who have discovered the pleasures of card playing? Please don't buy more packs than you need! Make sure no one—in service or on the home front—is deprived of this source of relaxation.

THE UNITED STATES PLAYING CARD COMPANY
Cincinnati 12, Ohio

★ ★ ★ MAKERS OF BICYCLE AND CONGRESS PLAYING CARDS ★ ★ ★



HAM and EGGS

Pour on Vermont Maid Syrup...and taste that rich, true maple sugar flavor! Packed in Vermont—right in the heart of the maple sugar country.

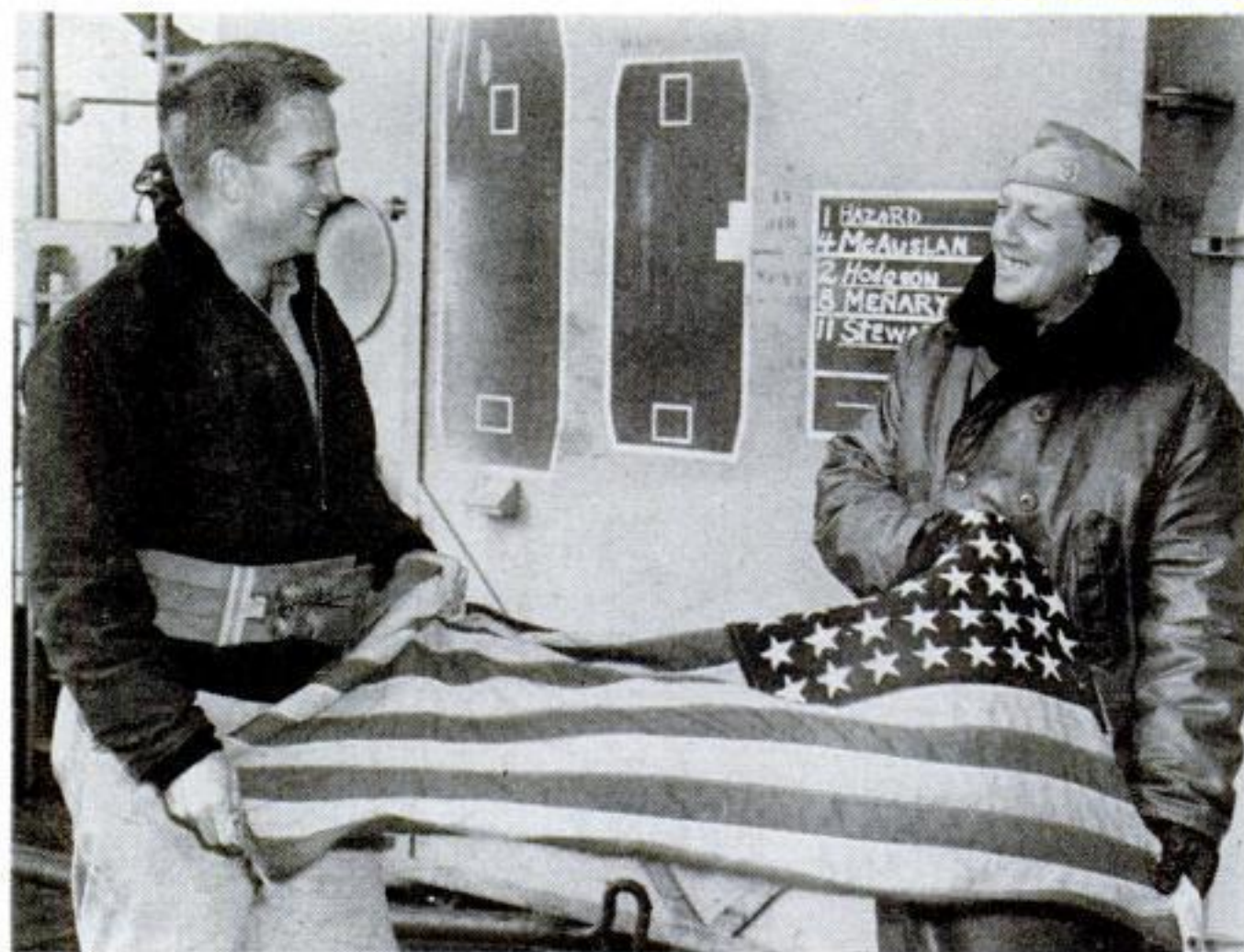
say

Designed by LEON



In Canada: 303 St. Paul St. W., Montreal

CONTINUED ON PAGE 116




FEEL "TOPS"
every tomorrow!

Feels well tomorrow — *every* tomorrow!
Don't let ordinary sluggishness, acid
indigestion get you down. Take
sparkling, effervescent Eno in a glass
of water as directed—in the morning,
after meals, at night—whenever you
"overdo"—eat, drink, smoke unwisely.
Tastes great! Try 30¢ size today! At
all druggists.

ENJOY LIFE WITH **ENO**

... THE REALLY PLEASANT SALINE

FIRST THING IN THE MORNING
WHEN NEEDED

A circular illustration showing a hand pouring liquid from a small bottle into a glass of water. Another hand holds a larger bottle of Eno's Fruit Salt. The text "FIRST THING IN THE MORNING" is arched over the top, and "WHEN NEEDED" is arched over the bottom. The Eno bottle has the brand name "ENO" on it.

**BUY WAR
BONDS AND
STAMPS**

For Victory

La Cross

AMERICA'S FINEST

surgical instruments
MANICURE IMPLEMENTS

● Treasure your precision-ground LaCross manicure implements. They may be the last you can get for the duration. The craftsmen, who fashioned them in peace-time, today are making vital surgical instruments for America's armed forces. After victory LaCross implements will be better than ever.



Schnefel Bros. Corporation, Newark, N. J. • Est. 1903

DERBY SAUCES

DERBY BARBECUE SAUCE
 adds z-zip to wartime cooking!
 You'll bless the delicious flavor it
 imparts to war-stretched meat loaf
 or left-overs. Perks up the goodness
 of fish, cheese, stews, salad dress-
 ing, sandwiches. Wonderful for bar-
 becuing chicken, meat. Send for
 "Stretching Foods in War-
 time" recipes.

Glosser, Crandell Co., Dept. H, Chicago



**FREE
RECIPE
BOOK**

ALSO DERBY STEAK SAUCE • HOT SAUCE • CHOP SUEY SAUCE



"OKAY-TAKE 'ER UP ALONE"

You've shot two or three landings . . . and now you fiddle with the stick and stretch your legs . . . and look to your instructor . . .

And then he climbs out and says the words you've been waiting to hear all your life.

"Okay, take 'er up alone!"

There's just you and your plane now.

You gun the engine . . . you thunder down the runway. You swallow once or twice and then . . . you're off the ground. Up—up—gaining altitude every second. Your left wing-tip dips just a hair. And, as plainly as if he were still there in front of you, comes the order, "Get that left wing up." And you pick it up without a second's hesitation.

You circle around. And all at once you wish Mom and Dad were there in the stagehouse watching. Somehow it's like the time you made your first touchdown—and they were in the stands. And you felt great because you knew

you had to make good—and you did.

Now, bring her down. Your instructor's watching . . . It's got to be good. Easy now. Mustn't bounce 'er around. Okay—here you go. The earth slides up-smooth and easy . . . the wheels touch . . . and she's down . . . she stops rolling! Perfect! You taxi back to the stagehouse and step out of the cockpit.

And as you walk away from your plane, prouder than you've ever been in your life . . . and your instructor shakes your hand . . . *you know* . . . you're going to be a pilot! A pilot in the A.A.F.!

U. S. ARMY RECRUITING SERVICE
For more information see local Aviation Cadet Examining Board



TO MEN OF 17...

There's an important place for you in the A.A.F. You will receive fourteen months of training. You will live and work with the finest type of young men. You'll be taught by A.A.F. aces who have won medals over China, the Pacific, Africa, Italy and Germany. You'll fly in American planes, the best and safest that money and engineering skill can build. You will be well-paid. And when the war is over, you'll be qualified for leadership in the world's greatest new industry—Aviation!

Go to your nearest Aviation Cadet Examining Board today . . . take your preliminary examinations to see if you can qualify for the Air Corps Enlisted Reserve. If you qualify, you will receive your Enlisted Reserve insignia but

will not be called for training until you are 18 or over.

When called, you'll be given 5 months' training (after a brief conditioning period) in one of America's finest colleges . . . you'll get dual-control flying instruction . . . then go on to eight months of full flight training and graduate as a Bombardier, Navigator or Pilot.

Meanwhile see your local Civil Air Patrol officers about taking C.A.P. Cadet Training—also your High School principal or adviser about recommended courses in the Air Service division of the High School Victory Corps. Both will afford you valuable pre-aviation training.

(Essential workers in War Industry or Agriculture—do not apply)

For information regarding Naval Aviation Cadet Training, apply at any Naval Aviation Cadet Selection Board or any Naval Recruiting Station; or, if you are in the Navy, Marine Corps or Coast Guard, apply through your commanding officer . . . This advertisement has the approval of the Joint Army Navy Personnel Board.

"KEEP 'EM FLYING!"

FLY AND FIGHT WITH THE

GREATEST TEAM IN THE WORLD

Why these he-men use lipstick



Official U. S. Navy Photo from Acme

Lip care is a vital part of a service man's keep-fit program—that's why many of our fighters use Fleet's Chap Stick. Sun, wind, dust and grime, as well as drying indoor heat can cause serious sores on the lips. So guard yours! Make lip care a daily precaution—make Fleet's Chap Stick a daily habit. Carry it with you as a safeguard—use it before exposure to sun,

wind and weather. Gently medicated, made especially for the lips, Chap Stick lubricates, protects, helps guard your lips against painful and unsightly lip conditions. Only 25¢. On sale at drug counters, PX's and Ship's Service Stores everywhere—and ON DUTY WITH THE U. S. FORCES FROM ALASKA TO AFRICA. Chap Stick Co., Lynchburg, Va.


Guard



your lips...


morning—noon—and night

ART-CARVED RINGS BY WOOD



ALMOST A CENTURY'S FINE REPUTATION
BEHIND THESE BEAUTIFUL RINGS

Be assured of quality—when you choose lovely Art-Carved rings, exquisitely designed and richly set with selected diamonds. Created by Wood and featured at better jewelers... Send for "The Bride's Silent Secretary" and "Diamond Ring Guide."

Art-carved  *by Wood*

THE SYMBOL OF QUALITY—1850-1943

J. R. WOOD & SONS, Inc.
216 E. 45th Street, New York City
Manufacturers and Diamond Importers

Buy War Bonds... Keep Them!

ART-CARVED RINGS BY WOOD

BORIE (continued)

went out on deck and, with the battle flag of the U. S. S. *Borie* under his arm, slipped over the side into water only 12° above freezing.

It was not in the fight but in that water that 27 men were lost. For those who were lost it must have been much as it was for Gunner Officer Dietz, who was very nearly lost. A slender man, he had never thought himself strong. When he first hit that breath-taking water he thought it would kill him. But he managed to cling to a raft until the *Goff* drifted down on it. He grabbed a life-line and pulled himself up so that his hands held the edge of the deck and of safety. But his hands were so cold that he could not hold on. He fell back into the water. He slipped along the side of the ship, held up by his life belt—a mere rubber tube under his arms. Life lines caught at his throat. The *Goff's* framelike propeller guards hit him in the head and pushed him under. He thought: "I must get away from this and wait." He pushed away from the ship. But when he tried to paddle back his arms would hardly move. His mind refused to admit defeat but kept shielding him from fear. "They will come after me," he kept saying to himself. He fainted. Luckily for him his head fell backward instead of forward. A few minutes later hands pulled him aboard the *Barry*.

The margin of luck was not quite so wide for the 27 who were lost. Ensign Richard E. St. John had pulled himself halfway up a life line onto the *Goff* when he dropped back into the water to help four men who were too far gone to help themselves. They made it. Ensign St. John was caught under the destroyer and drowned. Engineering Officer Lieut. Brown, who had tried bravely and alone to keep the engines going in water up to his neck, was lost. So was Ensign Lord, who had probably saved the ship by thinking of lighter fluid for the radio. The enlisted men who were lost were: Alford, Blane, Blouch, Bonfiglio, Cituk, Concha, Demaid, Duke, Fields, Francis, Kiszka, Lombardi, Long, McKerver, Medved, Mulligan, Pouzar, Purneda, Shakerly, Swan, Tull, Tyree, Wallace, Winn.

Lieut. Hutchins could not stand up when he was taken onto the *Goff* in the darkening evening. Later he took a hot shower and shook under the steam. Then he had a rubdown, some hot chocolate, a sip of brandy and a little exercise. He spent most of that night on the bridge, waiting for dawn and a glimpse of his ship.

At sunrise the *Goff* made a last sweep for survivors. She found 10 men face down in their preservers. Then she went to the *Borie*. The destroyer had drifted about 20 miles and had settled badly.

Lieut. Hutchins stood on a strange bridge and watched his ship as a Grumman Avenger attacked with a heavy bomb and missed. A second plane hit her amidships. A third holed her again, badly. The *Borie*, her back broken, lifted her protesting bow and then settled fast.



On leave after the *Borie* action, Lieut. Commander Hutchins relaxes in stocking feet after doing chores on his farm near Terre Haute, Ind. With him is his pretty wife, Ann.



86.8 Proof • 65% Grain Neutral Spirits

The spirit of the season—TODAY AS IN 1892—is Kinsey

HOST: Join me in a tall Kinsey and let's drink to an idea I have for making this a great holiday season.

GUEST: If your idea is half as good as this Kinsey it'll be heard around the world. Let's have it.

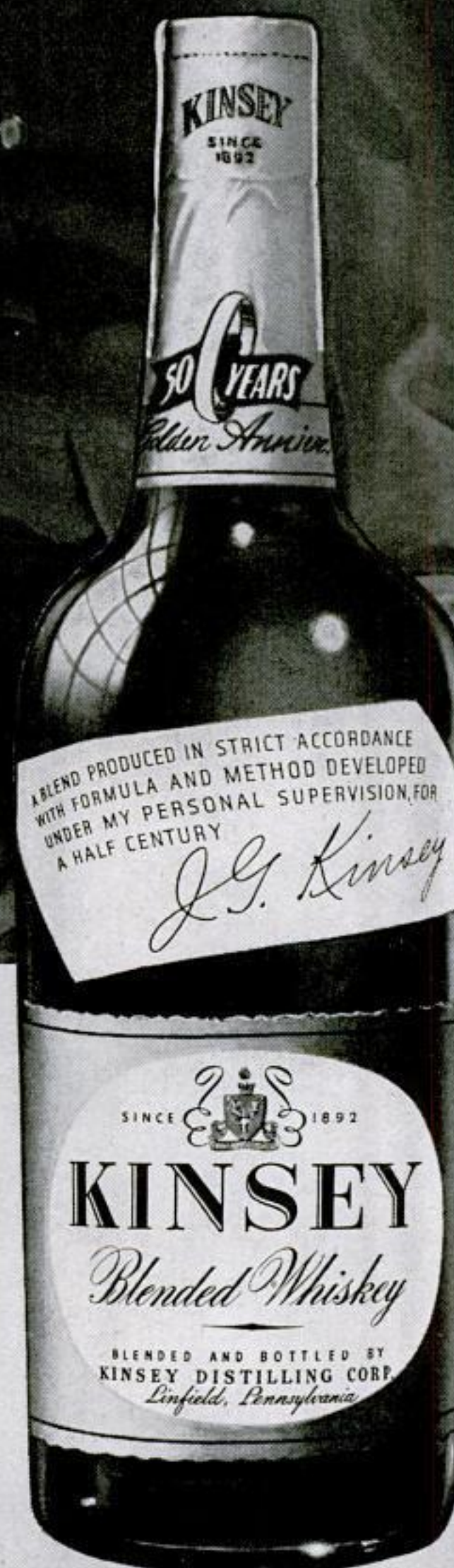
HOST: Just this. I'm buying an extra war bond for every boy I know who's away this year. It'll mean extra weapons to fight with.

GUEST: Great. I'll join you in that if you join me in giving blood to the Red Cross.

NOW THE MAN IN THE BACKGROUND SPEAKS:

MR. GAY 90'S: That's a fine deal gentlemen. I've seen a lot of Christmases but you'll make this one count for something. And choosing Kinsey for your holiday toasts is a good idea, too. Its better taste is assured with America's oldest living distiller, Mr. J. G. Kinsey, still supervising the blending.

So let your holiday greeting be
"ENJOY THIS DISTINGUISHED WHISKEY, SIR"





Pierre Curie, who is uncomfortable in the presence of women, listens impatiently while his assistant (Robert Walker) shows Marie Skłodowska her bench in Curie's laboratory.



Plate accidentally exposed to some mysterious energy stored in pitchblende is shown to Marie and Pierre by Dr. Becquerel (Reginald Owen). Marie's curiosity leads her to investigate the phenomenon.

MOVIE OF THE WEEK:

Madame Curie

Greer Garson and Walter Pidgeon re-enact the discovery of radium in a distinguished film

Analyzing tons of pitchblende in their determined search for the source of its mysterious energy, the Curies work day and night in the badly ventilated shed which serves

By the end of next week, when *Madame Curie* has its premiere in Los Angeles, Metro-Goldwyn-Mayer may well have another shiny Oscar or two virtually in the satchel. If such proves to be the case, it will be the result of no mere happenstance. For M-G-M has not been precisely coy about announcing that its cards are on this film conversion of Eve Curie's best-selling biography of her remarkable mother.

On the theory that Oscars sometimes strike twice in the same place, the studio cast Greer Garson in the title role. Last year her performance in *Mrs. Miniver* was judged the best of 1942 by the Academy of Motion Picture Arts and Sciences. Joseph Ruttenberg, *Mrs. Miniver's* director of cinematography, fills the same job in *Madame Curie*, while Sidney Franklin, whose supervision of *Miniver* brought him 1942's Thalberg Memorial Award, produced *Curie*. Being reluctant to break up a team that proved so effective in one Academy winner, M-G-M has cast Walter Pidgeon (Mr. Miniver) as Pierre Curie. As his parents are Dame May Whitty and Henry Travers, who were in last year's winner.

as a laboratory. The fires under cauldrons of pitchblende must be kept going 24 hours a day. As the undertaking becomes both exhausting and discouraging, Marie nears collapse but refuses to give up.





Measuring apparatus indicates that ore's energy does not come from its known elements, but from 1/1,000 of 1% waste material. Marie realizes this contains a new active element, names it radium.

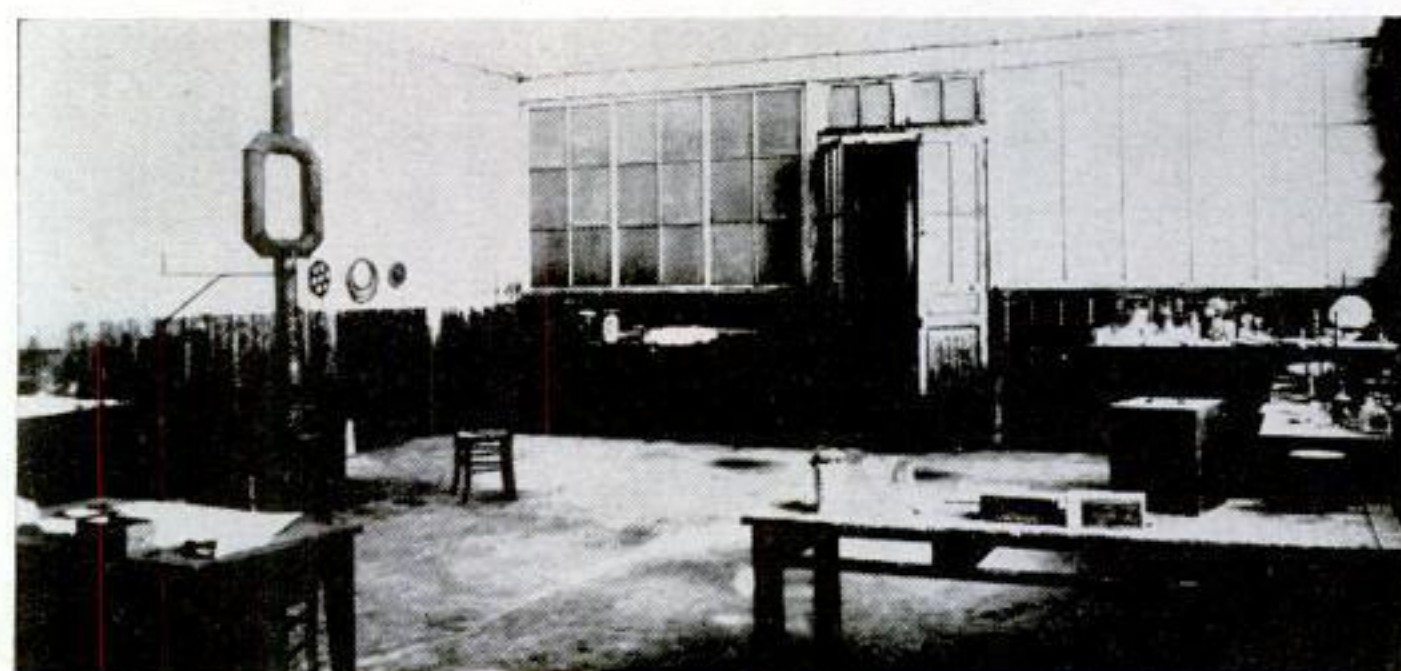
The product of such canny plotting is an uncommonly good movie. As Marie Sklodowska, the quiet Polish science student whose sharing of a laboratory with the shy, almost misogynistic Dr. Curie leads to their marriage and eventual discovery of radium, Greer Garson gives a thoroughly convincing performance. It is to her great credit that she manages to capture the warmth and humanity of a scientist who was first of all a woman. To the credit of Paul Rameau and Paul Osborn, who did the screen play, is the fact that Miss Garson is never called upon to mouth pedantic or obscure lines. Their script is a masterpiece of lucidity.

Madame Curie represents some of the most exhaustive research ever undertaken by a studio. California Institute of Technology's Dr. R. M. Langer checked its scientific accuracy and nothing was spared in the interests of authenticity. But by the end of its 124 minutes it will probably leave audiences with conviction that they have seen a love story rather than a clinical study of two scientists—which is what M-G-M doubtless intended.

Pierre and Marie Curie work in ill-equipped shed given them condescendingly by the University of Paris. Their objective is to break down what is left of tons of pitchblende to even smaller amount



Radium-burnt hands of Marie Curie are kissed by Pierre. After discovery that this new element can kill living tissue, Marie decides it may destroy sick tissue too and thus heal.



ACTUAL LABORATORY SHED WHERE THE CURIES DISCOVERED RADIUM IN 1898

which they hope will contain radium. This set is almost an exact replica of actual Curie laboratory (*above*). The queerly shaped stove at left was only source of heat in winter.



"Front line" news flash

WOMEN DISCOVER SECRET OF BEAUTY

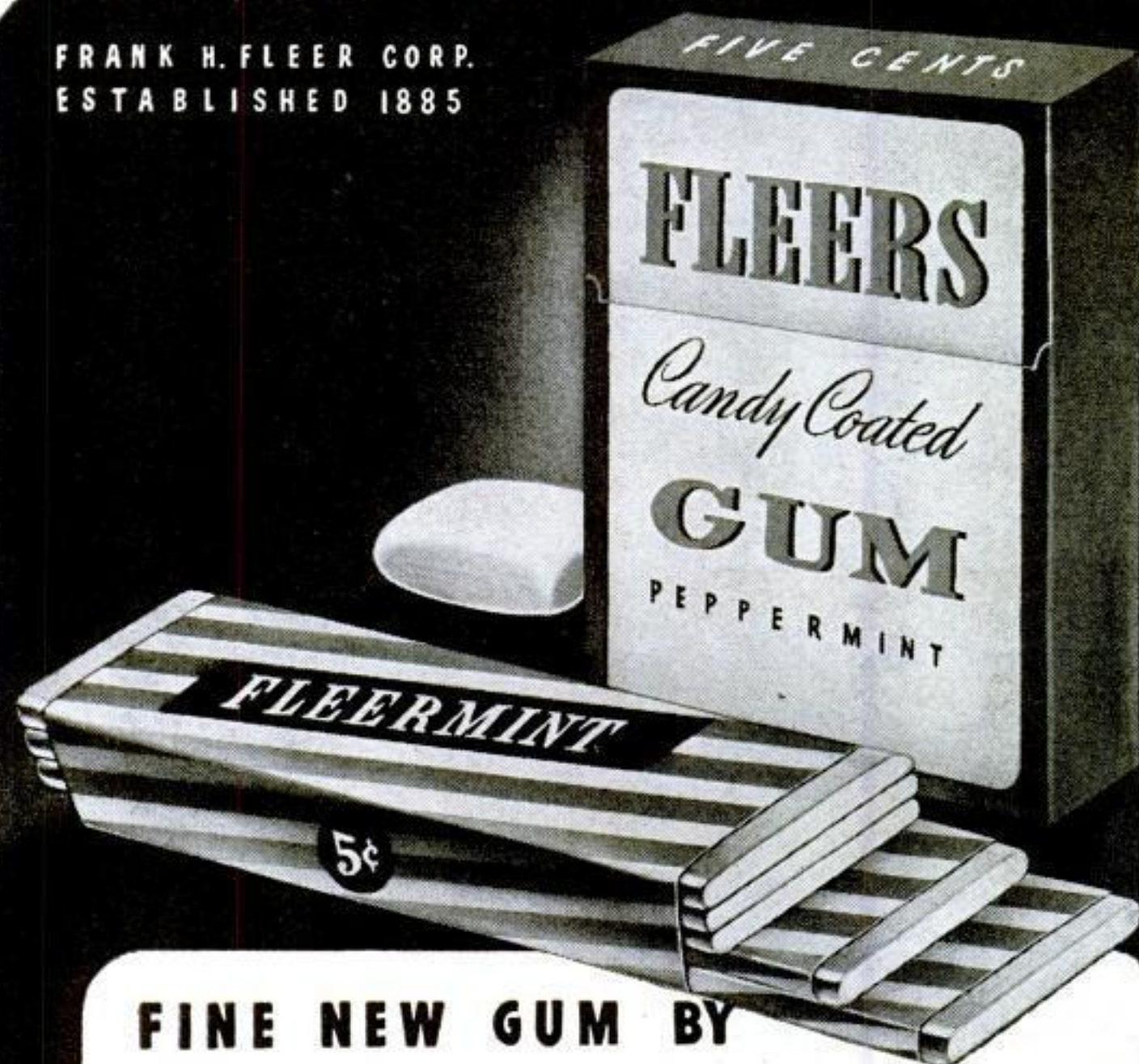
If you would make this charming discovery, get a tailored-to-fit "Life Bra" today and see how new, youthful glamour can be put into your bustline! \$1.25 to \$5.00 at all the better stores.



Life-Bra
"Tailored-to-Fit"
BY *Formfit*

MADE BY THE FORMFIT COMPANY
CHICAGO, NEW YORK

FRANK H. FLEER CORP.
ESTABLISHED 1885

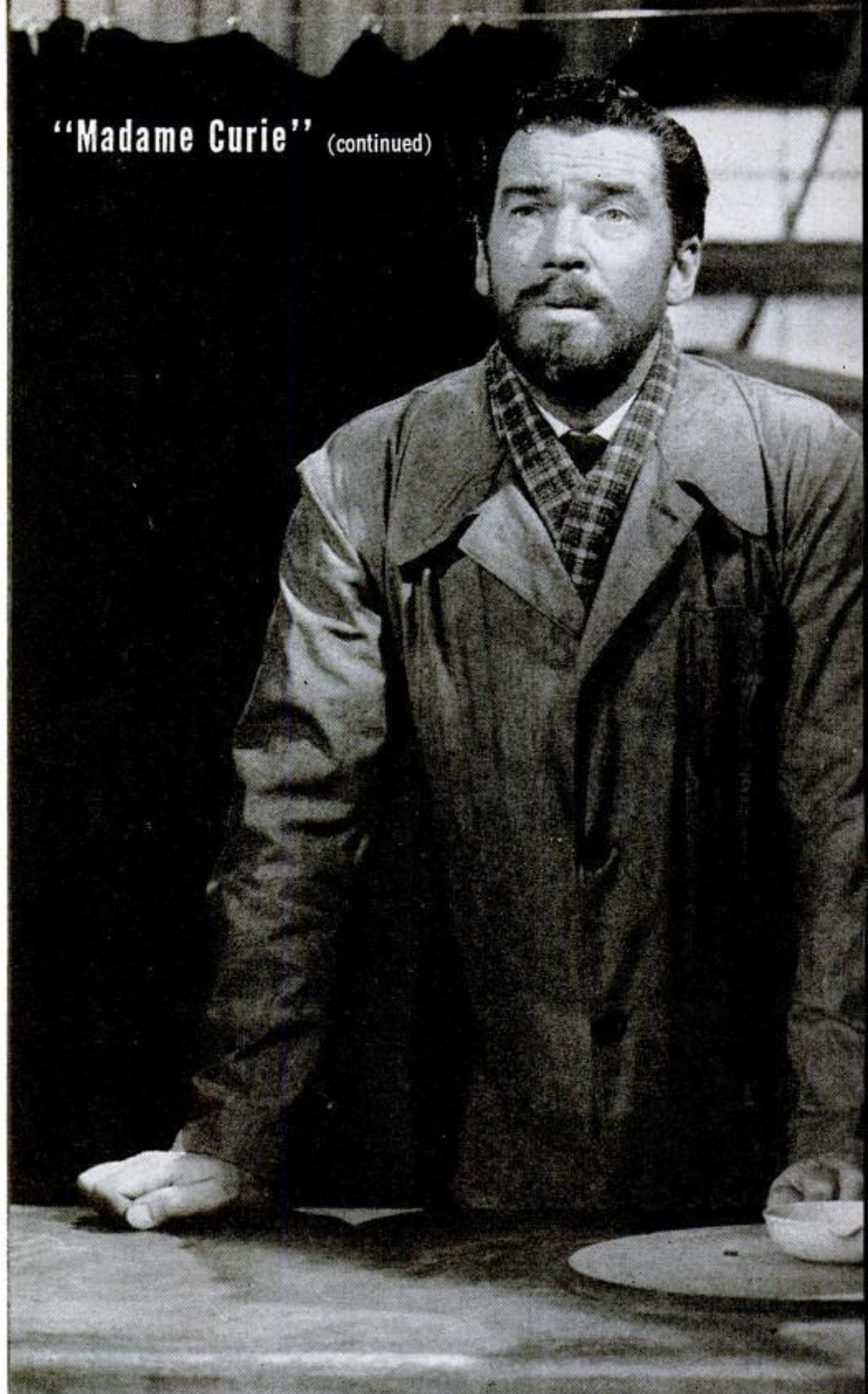


FINE NEW GUM BY

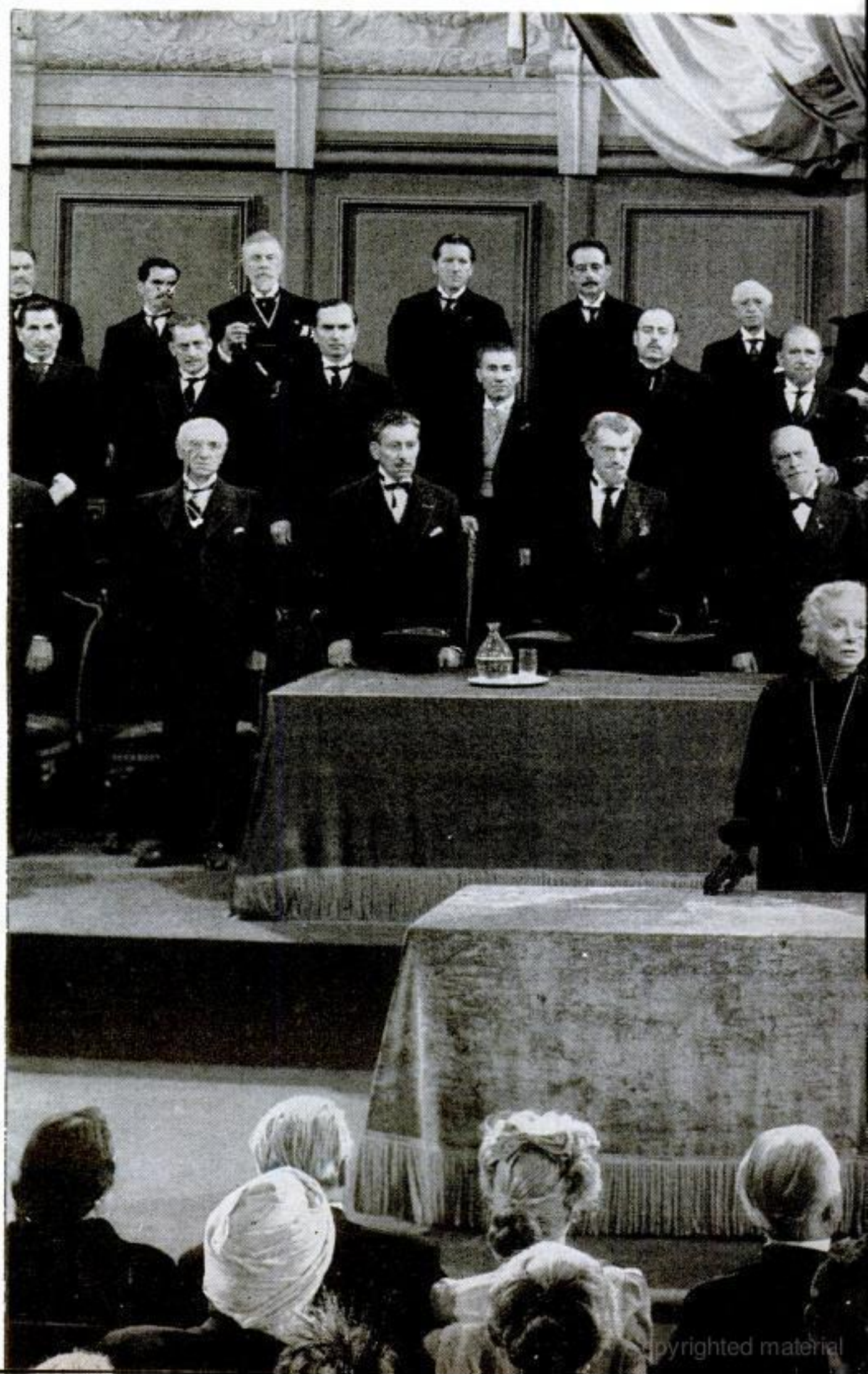
FLEER

A FINE OLD FIRM

"Madame Curie" (continued)



Only a smudge is left when liquid in last vessel, believed to contain radium, crystallizes. Curies believe that years of arduous labor have been completely in vain. Returning later that night they see the smudge of radium glowing in the darkness.





On the 25th anniversary of the discovery of radium Marie addresses a gathering of world-famous scientists at University of Paris. Pierre has been killed in an accident. Marie has won Nobel Prize twice. Scene is modeled after photograph of occasion.



CONTINUED ON NEXT PAGE

FALSE TEETH WEARERS



BEWARE OF THESE 2 DANGERS (DENTURE BREATH and LOOSE PLATES) DUE TO BRUSHING with MAKESHIFT CLEANERS

BRUSHING your plates with tooth pastes, tooth powders or soap, may scratch the denture material which is *60 times softer than natural teeth*. These small scratches cause odorous film, food particles, and stains to *collect faster and cling tighter* . . . resulting in Denture Breath. Remem-

ber, *you* may not know you have it, but others *do*! Besides, brushing and scrubbing your denture with makeshift cleaners often wears down the delicate fitting ridges designed to hold your dental plate in place. With worn-down ridges, of course, your plate loosens.

PLAY SAFE—SOAK YOUR PLATE IN POLIDENT



Do This Every Day!

Place denture in Polident solution for 15 minutes, or longer if convenient. Rinse—and it's ready to use.

No brushing



A **SAFE, MODERN** way to keep dental plates, partial plates and removable bridges sparkling clean is to *soak* them in Polident every day. Polident is approved by many leading dentists and the leading makers of

modern denture materials. No brushing, no danger, yet the daily Polident bath works into the corners and crevices no amount of brushing seems to reach—keeps your denture sparkling clean, odor-free.



"NOW I'M REALLY LIVING . . . Go everywhere . . . have fun." Millions call Polident a blessing. No fear of Denture Breath—no risk of wearing down and loosening the plate due to brushing. Polident used daily helps maintain the original, natural appearance of your dental plate for less

than a penny a day. Today—get Polident at any drug, department or variety store. 3 oz. size—30¢; 7 oz. size—60¢.

FREE—Booklet on Care of Dentures. Write: Hudson Products, Inc., Dept. B-12, 8 High St., Jersey City 6, N. J.

FOOD
Fights for
FREEDOM
produce and
conserve—
share and
play square!

POLIDENT

The Safe, Modern Way to
Clean Plates and Bridges

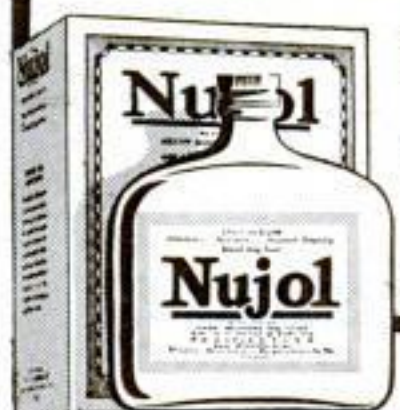


AUNT RUTH: *This war work certainly has you flying. Six months ago I'd have said you couldn't keep up the pace!*

WAR-WORKER: That was before I learned what's good for me, darling! Ordinary constipation used to make me feel fagged out. But, nowadays, I stay regular with NUJOL. A tablespoonful every night and morning!

AUNT RUTH: *So that's what helped you — NUJOL!*

WAR-WORKER: That's right—and if you want a pure mineral oil that's tasteless, get NUJOL. It's so dependable, because its viscosity is scientifically controlled for best results. NUJOL is a really grand product—wonderfully gentle, too!



Effective.
Gentle.
Regular as
Clockwork

REPLACEMENT OR REFUND OF MONEY
★
Guaranteed by
Good Housekeeping
for satisfaction or

Copr. 1943
Stanco Incorporated

**FIRST AID TO
TIRED, IRRITATED
EYES!**

Don't put up with tired, red, smarting eyes! EYE-GENE—formulated by two leading eye specialists—will bring you quick, *safe* relief!

EYE-GENE soothes tired, irritated eyes *in seconds*. Washes away that red look caused by overwork, late hours, glare, or dust *almost at once!* (Its exclusive ingredient makes EYE-GENE wonderfully effective—*quickly!*)

TODAY—especially when you work overtime—keep EYE-GENE by you. It'll help your eyes look and feel better! Stainless. Inexpensive. At drug, dep't. and 10¢ stores.

EYE-GENE

2 DROPS
CLEAR, SOOTHE
IN SECONDS!



Starting on their honeymoon, Pierre and Marie Curie posed for the above picture in 1895. In the movie, Greer Garson and Walter Pidgeon assume a similar pose (*below*). During Marie Sklodowska's visit to the Curies' country home at Sceaux, shy Pierre bursts into her bedroom in the middle of the night and asks her to marry him.



FILTER in
**ROYAL
DEMUTH**
*makes pipe
function superbly*

**ULTRA FINE
IMPORTED BRIAR**

FILTERS FOR

**ROYAL DEMUTH
PIPES**

\$350

*Write for chart picturing
18 beautiful all-smooth
models, telling benefits of*
MARVELOUS PATENTED FILTER



*Also same styles, all-etched,
with Eagle or "V" engraved
PATRIOTIC EMBLEMS
specially designed for men in
service as well as civilians.*

Wm. Demuth & Co., Inc., N. Y. 3

INSURE FOR

**INSURE FOR
THE FUTURE**

**BRIGHT STAR
FLASHLIGHTS
and
BATTERIES**

NOW SERVING OUR MEN
ON EVERY FRONT!



WHEN THE WAR IS
OVER THEY'LL SERVE
AT HOME AGAIN!

BRIGHT STAR BATTERY CO., CLIFTON, NEW JERSEY

Golden Rules for Christmas Shoppers

Guideposts for doing unto your retailer as you would have him do unto you . . . and, incidentally, acting to your own advantage.

- I Buy quality . . . no sense spending money on things that won't last.
- II Carry every possible package . . . even the fairly large ones.
- III Buy War Savings Stamps every time you shop.
- IV As much as possible, make up your mind in advance on what you want to buy so that you won't take up your own and salespeople's time unnecessarily. To help you decide, consider the four sensible suggestions right on this page.

RUGGERS FREEDOM SHIRT by B. V. D. Ideal gift for the man of action. Suitable for wearing at work, during civilian defense duties, puttering around the house. Shown here in a conservative, quietly handsome Glen Plaid at about \$6. Others from \$2.



NUTONE PAISLEY PAJAMAS by B. V. D. It's hard to get more for your money than this handsome pair of pajamas. New-for-Christmas pattern on sturdy broadcloth. Streamlined, no-collar design. Costs about \$3, depending on your retailer's ceiling price.

MARLAND STRIPES PAJAMAS by B. V. D. Clean-cut, masculine design combined with cut-for-comfort tailoring makes this a sensible gift for problem males on your Christmas list. Price is in the neighborhood of a mere \$3 at your favorite men's store.



ROGUE FREEDOM SHIRT by B. V. D. For the man who likes to spend his limited leisure hours in style as well as comfort, choose this Hollywood-designed shirt. Model illustrated is warm, durable Sturdigab fabric, sells for about \$4. Other fabrics as low as \$2.50.

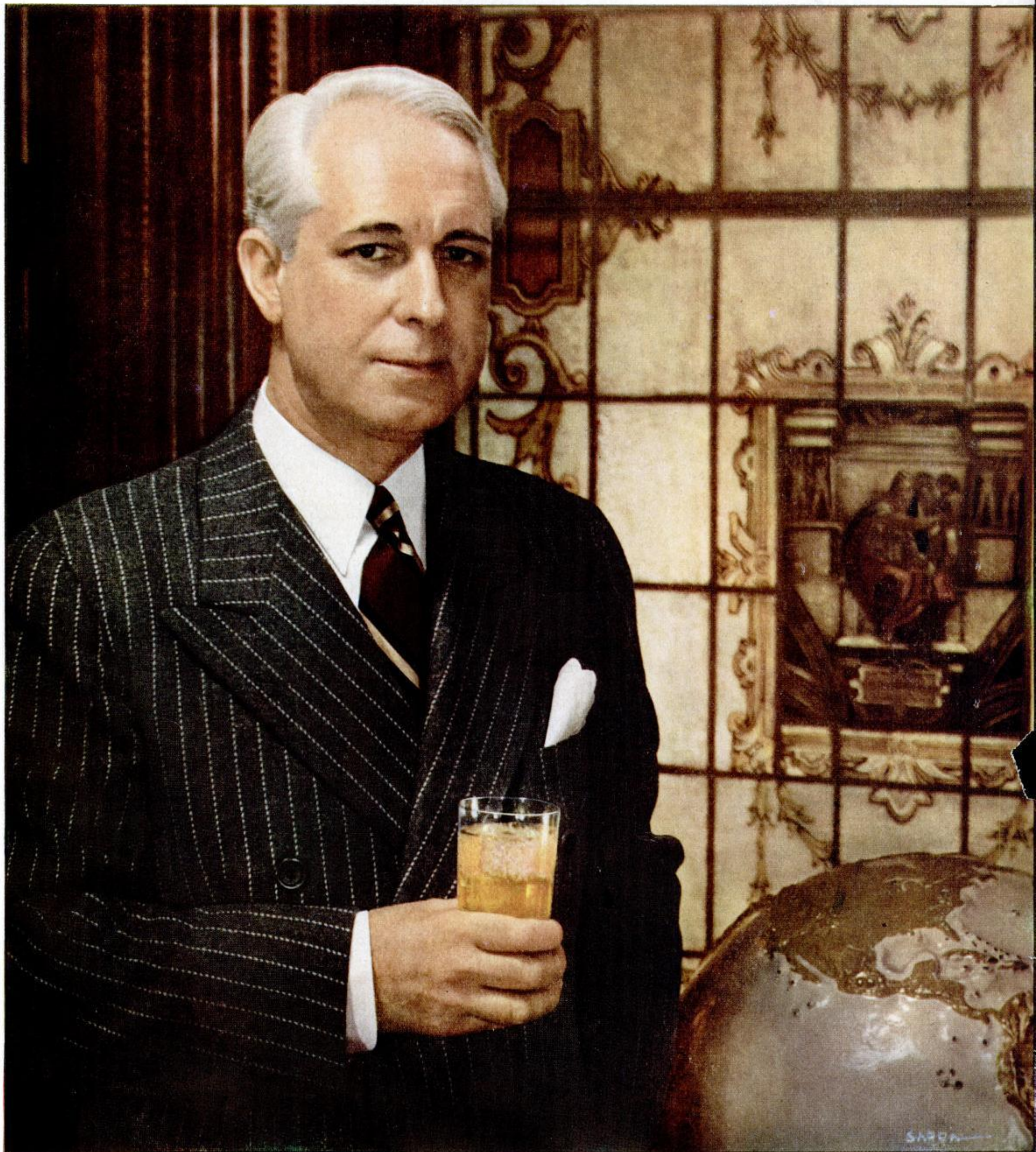
MADE FOR THE
B.V.D.
BEST RETAIL TRADE

REG. U.S. PAT. OFF



THE B. V. D. CORPORATION, EMPIRE STATE BUILDING, NEW YORK, N. Y.
THE B. V. D. CO., LTD., MONTREAL • B. V. D., ROGUE, RUGGERS are registered trade marks

"Next to myself, I like B.V.D. best"



For Men of Achievement...LORD CALVERT

Because Lord Calvert is so *rare...so smooth...so mellow...* it has been, for years, the most expensive whiskey blended in America. Never produced except in limited quantities...Lord Calvert is "Custom" Blended for those who can afford the finest. Each bottle is numbered and registered at the distillery by Calvert.

LORD CALVERT IS A "CUSTOM" BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY.

"Madame Curie" (continued)



Curie family portrait (above) shows sons Jacques and Pierre (standing), mother and father at their home. Faded picture served as model for remarkable photograph below. Walter Pidgeon as Pierre, Dame May Whitty as mother, Henry Travers as father, and Donald Hayward as Jacques indicate exactness of M-G-M make-up artists.



*Graciously Given
Proudly Possessed*

The perfect expression of the Christmas spirit. To richness and traditional quality, Swank adds gracious styling and craftsmanship. Each of these aids to good grooming...a jeweler's masterpiece...and a treasured gift. Attractively packaged.

Illustrated: Sterling silver jewelry \$2.50 and up. Boxed set, gold filled, 1/20 12 kt., \$10.

© Swank Inc., Attleboro, Mass.

★ BUY MORE WAR BONDS...TODAY... ★



MISS TOTTENHAM (NO. 14) IS YVONNE FITCH, 19



MISS HORNSEY IS SHEILA BARRETT, 22, WHO EXAMINES RADIOS



MISS HENDON (NO. 11) IS MISS CAROL GOFLING, 22



MISS HARROW (NO. 5), DELA CORRIE, WON SECOND



MISS FULHAM (NO. 10) IS DRAMA STUDENT EILEEN CLARK, 17



MISS BETHNAL GREEN (NO. 4) IS EVELYN GREEN, 17



MISS FINCHLEY (NO. 8) IS TYPIST JOAN HUGHES



MISS PITSEA (NO. 6) IS EDNA BOYCE, 19, WHO IS A SECRETARY



MISS WEST HAM IS DRESSMAKER IRISH CLIPSHAM, 17

Life Goes to a London Beauty Contest

The boroughs of London compete for titles of best face and best figure

The cause of beauty, neglected in wartime, had its meager inning in a London dance hall last month when 25 girls from 25 London boroughs contested first for "Miss Venus" in bathing suits and then for the more modest title of "Miss London 1943" in evening gowns. The girls and their competitive performance are shown on these pages.

What it took to win is seen at lower right. "Miss London" had brought most of her numerous family, who campaigned vigorously on her behalf for votes. The hall was flooded with unpaid-for tickets and one person could vote three or four times. Standing behind Winner Doris Crawford are her loyal uncle, cousin, aunt, girl friend, brother, father, cousin. Sitting proudly beside her are her mother, aunt and cousin. Furthermore, Doris was the candidate of Wembley, the home borough of Promoter J. M. Curley. She also has a 33-in. bust, 24-in. waist, 34-in. hips and is 5 ft. 6½ in. tall.

The variations of a pretty girl's appearance cannot be better studied than by comparing the posed portraits of some of the girls at left with the group picture at the right and those on the following pages.



Fifteen girls, each somehow "chosen" by a borough of London, carry their numbers so their partisans can vote for them as "Miss Venus." This contest preceded the dressed-

up contest for "Miss London," but several of the girls on the opposite page tried out for both. The winner of "Miss Venus" title was No. 13, who arrived as "Miss Ashford."



"Miss London 1943" or Doris Crawford, 18, secretary, of Wembley, is demurely embraced by repatriated War Prisoner Cpl. Leonard Evans. Right, "Miss London" and family.



PARK & TILFORD RESERVE

"The Blend of Experience"



Your assurance

of Good Taste



*— because it is the
finest-tasting Whiskey
of its type in America*

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • 70% GRAIN NEUTRAL SPIRITS • 86.8 PROOF

London Beauty Contest (continued)



Waiting for cue, Nos. 7, 5, 8, 6 and 11 stand in Porchester Hall, Bayswater. The proceeds went to National Fire Service Benevolent Fund, but almost nobody paid.



"Miss Venus" gets crown from Corporal Evans, who was crippled and captured in the Maginot Line in 1940, repatriated last month. He stole the show from the girls.



Holding their numbers conspicuously, "Miss Finchley" and "Miss Fulham" march through for inspection as to whether either has "most beautiful figure in London."



Warming to his work, Cpl. Evans gives "Miss Venus" or Marie Louise Forestier, 27, a Swiss governess, of Ashford village, reward that beauty deserves and usually gets.

CROSS AS A BEAR.

when folks complain about your pipe?



Try the blend that meets the INDOOR TEST

Don't wait until some long-suffering friend offers you a pipeful of BOND STREET in self-defense. Start smoking mellow, aromatic BOND STREET and get on the receiving end of a few compliments. Bite-free BOND STREET pleases everybody. Leaves no stale tobacco odors in the room.

BOND STREET contains a rare aromatic tobacco never before used in any popular priced blend.

And it's truly aromatic. Never loses its flavor.

Make this discovery yourself . . . today. Get a pack of BOND STREET!

BUY BONDS . . . then BOND STREET

15¢

POCKET PACKAGE
Convenient folding
Pocket Pouch—10c

**BOND
STREET**
PIPE TOBACCO

A product of PHILIP MORRIS



GROGGY

ABOUT WHAT BATTERY TO BUY?



GET THE BATTERY EXPERTS CHOOSE

It's easy to decide what battery to buy. Be guided by the experts who select batteries for the world's toughest transportation jobs. A million-mile trans-ocean flying record has just been established by a Pan-American Clipper equipped with Auto-Lite batteries.

Auto-Lites, too, are specified for

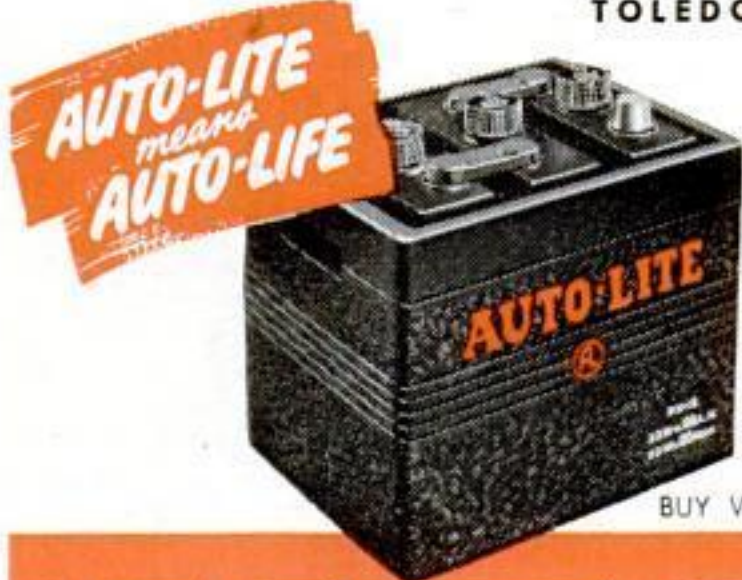
service with our fighting forces wherever dependable power counts.

Gasoline rationing demands better performance than ever of your battery. Get the longer life . . . the extra power you need. Make your next battery an Auto-Lite—specified as original equipment by leading automotive engineers.

AUTO-LITE BATTERY CORPORATION

TOLEDO 1, • OHIO

Manufacturing Plants at: Niagara Falls • Indianapolis
Atlanta • Oakland • Oklahoma City • Toronto



"Million-Mile" Clipper uses Auto-Lite Batteries for all its ocean-spanning flights.

Auto-Lite Batteries have been proved under fire on every fighting front.

BUY WAR BONDS

AUTO-LITE BATTERIES

PICTURES TO THE EDITORS

BREATHLESS PHOTOGRAPHY

Sirs:

To photograph a fire in New Orleans' Vieux Carré, Item Staff Photographer Josef Cermak needed not bravery but good lungs. The only vantage point was a court building. It was just dawn and the place was locked. Cermak got a janitor out of bed. After lugging his equip-

ment up four flights he encountered another locked door, scurried down again, got the janitor and together they scurried up again. Somewhat breathlessly he made this picture at one-second exposure.

WARD B. MELODY
New Orleans, La.



"E AWARD"

Sirs:

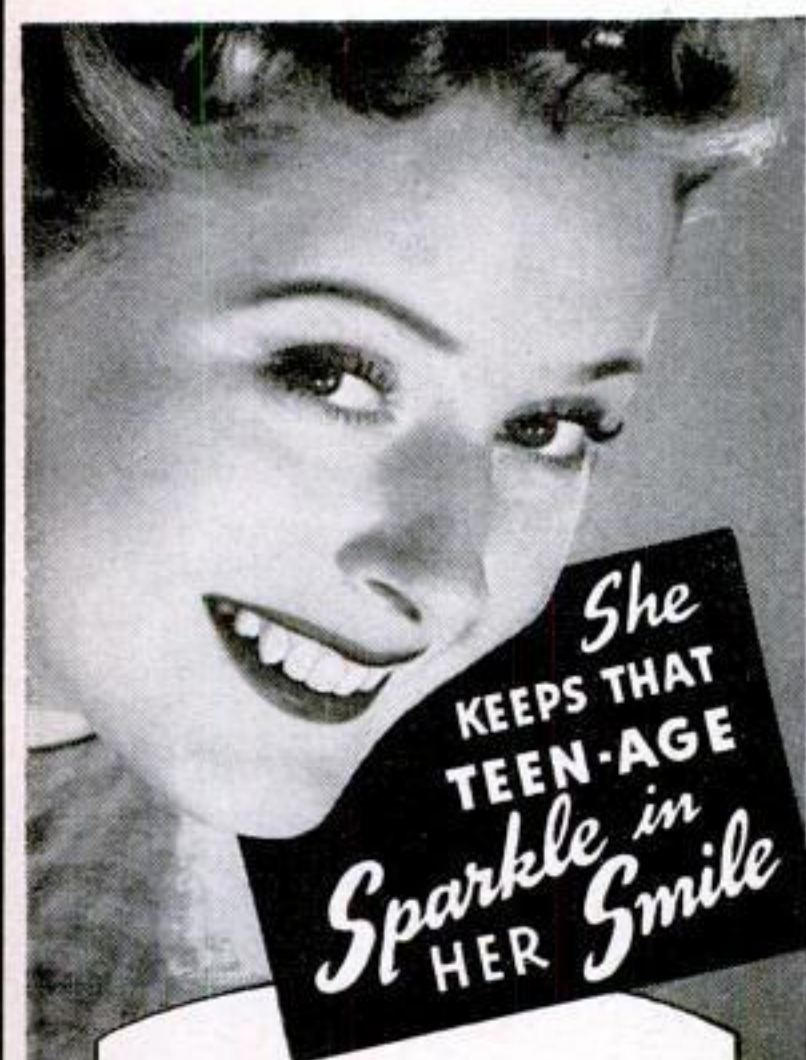
I'm rather proud of this "E" marked on my arm which I consider my unofficial badge from the Red Cross, a sort of civilian battle scar. Recently I was a donor to its blood bank. When the puncture was made in my arm a blood vessel was ruptured and coagulation under the

skin resulted in the strange tattoo below.

Lest this frighten away prospective donors I want to emphasize that this doesn't happen to everybody. Furthermore it didn't hurt a bit.

DAVID WAGNER
Irvington, N. J.



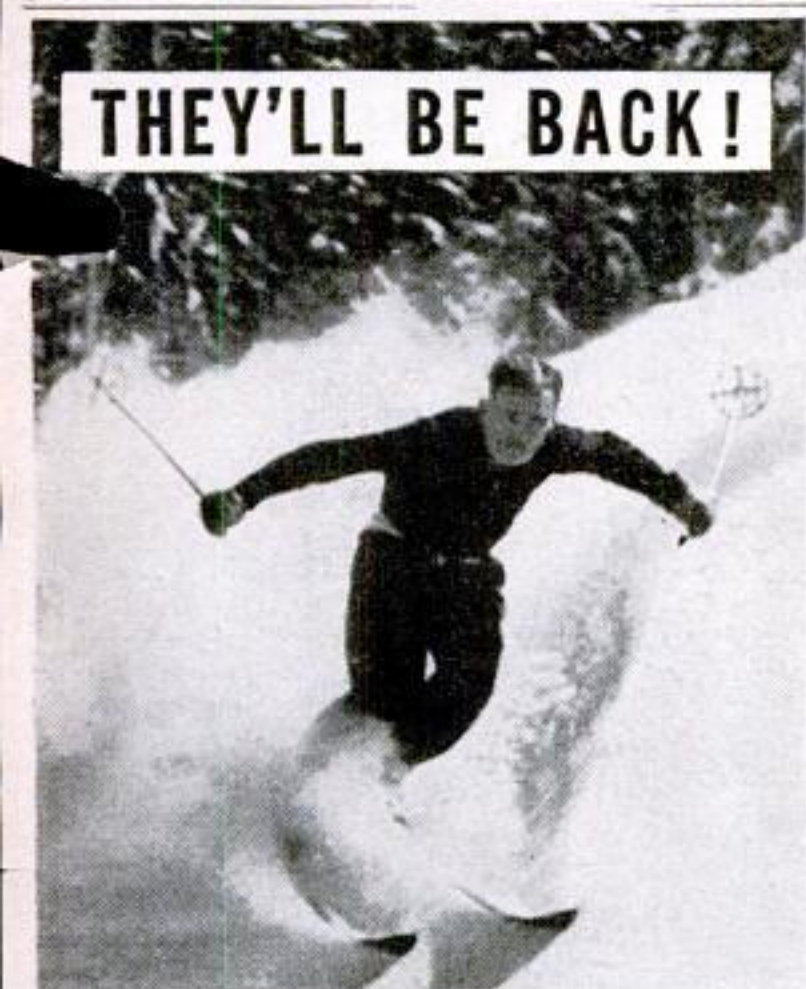


YOU CAN TOO
with this
POWDER or PASTE

If your mirror says that ugly smudges—perhaps smoke-smudge—have dimmed the natural luster of your teeth, use Iodent No. 2 paste or powder twice daily and see the smudges vanish and your smile regain its sparkle. It is made by a Dentist for this important job.



THEY'LL BE BACK!



FLEXIBLE FLYER SPLITKEINS are preferred by skiers from expert to novice because their patented laminated construction means they are lighter but much stronger than solid hickory—and exactly matched in weight, grain, camber and flexibility. Right now they are all for Uncle Sam, but they'll be back.

The famous Flexible Flyer Super-Steering Sleds too will be back. But if you have an unused Flexible Flyer in your cellar, why not give it to some sledless youngster and bring him the same thrill it once gave you. That's the real spirit of Christmas.

S. L. ALLEN & COMPANY, Inc.
489 Glenwood Ave., Phila. 40, Pa.

Flexible Flyer
SLEDs and SKIS

PICTURES TO THE EDITORS

(continued)

STILL-LIFE CHARADE

Sirs:

For those who find entertainment scarce and expensive these days I recommend a new kind of game something like old-fashioned charades, in still life. It consists of using props to illustrate slogans or sayings.

I photographed some of my better efforts for a local newspaper contest and was fortunate enough to win 67 prizes which I consider a good score.

MRS. B. T. BROOME

Knoxville, Tenn.



"COMING DOWN WITH THE GRIPPE"



"I'M GONNA GIVE YOU A BLACK EYE"



"HE'S GETTING HIS ROOF SHINGLED"



"WITH ONE FOOT IN THE GRAVE"



"HE'S STANDING BY HIS COLORS"

The first shipment of
"mountain rum"
made history



Until Ron Merito was brought to this country three years ago, Americans had never tasted a "mountain-distilled" rum. "How is it different?" they asked. "Why is it different?" . . . They soon found out and spread the good news far and wide. Here was a truly superior rum, better-tasting and smoother because it was distilled high in the mountains of Puerto Rico where the water and climate are perfect for making a perfect rum . . . If you haven't yet tasted Ron Merito, make this delightful discovery today!

Ron
MERITO
THE PUERTO RICAN MOUNTAIN RUM



Available in both Gold Label and White Label • 86 Proof. Write for free recipe booklet. Address Dept. L-4, National Distillers Products Corp., P. O. Box 12, Wall St. Station, N. Y.



Two nights before Christmas . . . in 1904

Ed Burchard, agent of the American Express in Wakefield, drove his pung to the Evans Slipper Factory. He was answering a late call and expecting to pick up a last minute shipment for the Christmas trade.

As he walked through the door, stomping the snow from his boots, he was greeted by Harvey Evans*.

"Merry Christmas, Ed."

"Thanks and Merry Christmas to you, Mr. Evans—and where's the cases?"

"No more cases tonight, Ed—just wanted you to know that we appreciate all you've done in helping us to get our slippers out on time—So, pick out any pair of slippers in the room here."

"You mean for me?"

"Yes, for you Ed. Besides, I hear you've just been married, and every married man ought to have a pair of Evans Slippers."

. . .

The moral of this little tale is that Christmas is in the offing and it's still possible to give a man, married or single, a pair of Evans Slippers. There won't be as many in the stores this year—so much of our leather has gone onto the feet of men who are fighting for certain rights. One of these is the right to have plenty of good things in the future—yes, good things like Evans Slippers. The limited supply this year has been allocated to our regular customers in all towns and cities in as fair a proportion as possible.

This means, if you shop early, you may find them. And if you do, you'll prefer them of course, and recognize the trade-mark which stands today as it has for a century as . . . your guide to the best in men's slippers.

*Son of the founder . . . father and grandfather of present executives.



Here are the Evans slippers Ed Burchard picked out that night. For thirty-nine years he has worn them steadily . . . in the cellar, the garage, doing all sorts of odd jobs around the house. There's a splash of green paint from a screen job on them, but they're still serving him well.

Since  1841

Evans Slippers

L. B. EVANS' SON CO., WAKEFIELD, MASSACHUSETTS

PICTURES TO THE EDITORS

(continued)

DOG TOY

Sirs:

My dog Pal, a very appealing little brindle bull, has a number of toys: a cat that squeaks, a little rubber beer barrel that he rolls around the floor. But his favorite is a small though realistic replica of a fire hydrant made of hard rubber.

He plays with it all the time, carries it

to bed at night, fusses so if it gets lost under the furniture that someone always digs it out. I thought he was so cute reaching for it on the table that I took this picture.

MAURO RUBINO

Richmond Hill, N. Y.



FRIENDSHIP

Sirs:

I've heard of and seen many peculiar friendships among animals, but this I believe is one of the strangest.

A giant anteater and a house cat at the Swope Park zoo in Kansas City have been living together for 10 months. They are really inseparable, sharing the same feeding pan and even sleeping together. I

can't imagine what bond there is between them. They are definitely cliquish, have no interest in any of the other animals. I guess there's just no accounting for tastes.

CLYDE H. MEEK

Kansas City, Mo.



CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur, will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. LIFE will not be responsible for safe handling of same either in its office or in transit. Payment will be made only on approval and publication. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York 20, N. Y.


 **TO YOU—**

Who might, come Christmas, have this good fortune:



A SURPRISE GIFT OF


SCHENLEY ROYAL RESERVE

 Someone thinks the world of you! These days, whiskey fine as SCHENLEY is precious stuff, indeed—for the rare whiskey in it comes from pre-war reserves. So—thank your lucky stars for a *real* friend—and enjoy your SCHENLEY Royal Reserve with *moderation*.



FOR HOSPITALITY — SOME


SCHENLEY ROYAL RESERVE

 The war may have limited your supply of SCHENLEY, but we're sure you still enjoy sharing such fine things with holiday guests. Although our distilleries are 100% in war production, we're *still* doing our very best to make SCHENLEY available from pre-war reserves.



FOR YOUR OWN GIFTS—

SCHENLEY ROYAL RESERVE

 Finest gift in all the world is a War Bond . . . and there's no scarcity of *them*! If, in addition, you want to say "Merry Christmas" to those *special* names on your list in the time-honored SCHENLEY way, there is enough SCHENLEY to give — *in moderation*!



There's still enough
to enjoy



SCHENLEY
Royal Reserve

in moderation!

THERE IS NO FINER GIFT THAN A U. S. WAR BOND

BLENDING WHISKEY 86 proof • 60% neutral spirits distilled from fruit and grains • Schenley Distillers Corporation, New York City



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

• Camels! More popular than ever before is the Camel Christmas carton (below) with its special holiday design and greeting card all ready for your Christmas message. Inside are ten packages of 20's—in all, 200 slow-burning, cool-smoking Camels with their famous extra flavor and extra mildness.

• A gay gift package of smoking pleasure at its flavorful best! It's the Camel Holiday House (left) containing 200 Camels in 4 boxes of the popular "flat fifties." Your dealer's supply may be limited, so do your shopping for this handsome gift package early.

• The largest-selling pipe tobacco in the world—any pipe-smoker will welcome this famous round pound package of tasty, cooler-burning Prince Albert—the Smoking Joy Smoke National Joy Smoke (left). Crimp cut for free, easy drawing... "no-bite" treated for smooth, mellow mildness.



Camels

If he smokes a cigarette, remember Camels are First in the Service

With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)

PRINCE ALBERT

If he smokes a pipe, remember Prince Albert is The National Joy Smoke

Send that man in camp a gift of Prince Albert—he'll welcome that extra measure of mellow, cool-smoking pipe enjoyment!



MR. LEON MORGAN
3217 WEST 64TH PL.
CHICAGO, ILLINOIS
ADV-WW AUG-1939
P 29

Copyrighted material